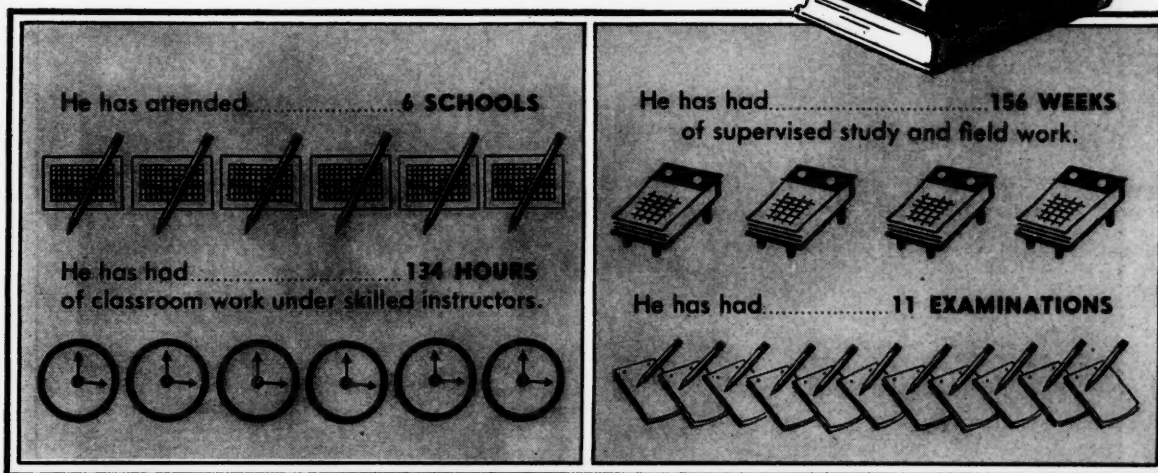
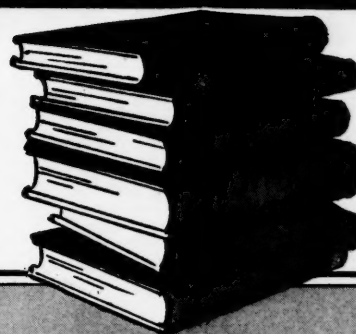


# The NATIONAL UNDERWRITER

*Life Insurance Edition*

## The 3-Year Training OF A CAREER FIELD UNDERWRITER



The Mutual Life chooses each Field Underwriter carefully—weighing natural abilities and background. Each one is selected only after thorough aptitude testing and several interviews indicate that he has better-than-average qualifications for success. Then every effort is exerted to help the new Field Underwriter build a satisfying future.

The most important step in that direction is the three-year training program, which is divided into three sections. The first deals with the groundwork . . . the fundamentals of life insurance and selling. The intermediate phase develops further the techniques for determining the kind and amount of life

insurance best suited to the prospect's objectives. The subjects in the third phase are in the advanced fields of Business Life Insurance and Taxation.

Every part of this course has been designed to place at the Underwriter's command a thorough knowledge of the financial problems that arise in everyday living. The Mutual Life feels confident that when a Field Underwriter has completed the three-year training program he is equipped to analyze individual insurance needs properly, and then to recommend a life insurance program that will best satisfy those needs.

*Our 2nd Century of Service*

**THE MUTUAL LIFE**  
INSURANCE COMPANY of NEW YORK

34 NASSAU STREET



NEW YORK 5, N. Y.

**FRIDAY, SEPTEMBER 2, 1949**

A current John Hancock advertisement which indicates how the spirit of American Independence is fostered and strengthened by Life Insurance. So that these benefits may be shared by all, the John Hancock offers life insurance in all its forms: life, endowment and term policies, juvenile insurance, retirement income policies, annuity contracts, and all plans of group coverage.



### *She turned a wilderness into home*

She shared it all—the hardship, the danger, the work and the glory.

Whatever happened, she was there.

Whatever got done, she did her part.

She was pioneer, explorer, fighter, sod-buster, wagon-driver, farmer, carpenter, weaver, economist, teacher, nurse—maker of statesmen, and of citizens.

She was the gentleness a troubled man came home to.

She was the reassuring voice that quieted the children's fears when the coyotes bayed around the cabin at night.

She was the strength to try again when the crop failed, when the shop burned down, when the money ran out.

She was Molly Pitcher, standing by the cannon when her husband fell, and Nancy Hanks Lincoln, rearing a president in homespun.

She was Clara Barton, nursing the wounded, and Jane Addams, caring for the poor.

She was a billion different women who made this country home.

And she is *one* woman, bearing your name . . . sharing the hardship, the work and the glory.

*Whatever happens, she is there.*

*Whatever gets done, she does her part.*

In recognition of this, some 78 million Americans hold life insurance and annuities among their most valued possessions.

*John Hancock*

MUTUAL LIFE INSURANCE COMPANY  
BOSTON, MASSACHUSETTS

## John A. Stevenson Penn Mutual Head, Dies at 63

**Distinguished Educator  
and Executive Had Been  
Ill for Two Months**

John A. Stevenson, president of Penn Mutual Life and nationally prominent in business, educational and civic affairs, died early Wednesday at the hospital of the University of Pennsylvania after an illness of two months. He recently celebrated his 21st anniversary with the company and had served as its president for the past 10 years. He was 63 years old.



**John A. Stevenson**

In the life insurance business Mr. Stevenson was an outstanding personality and leader. Some years ago, Dartnell Sales Management Service sent to its subscribers throughout the country reprints of an article by Mr. Stevenson and when asked for an explanation of why they had reprinted this article, they began with this statement, "If you asked the first dozen life insurance men you could find 'Who has done more for life insurance selling than any other man?' the majority would probably say John A. Stevenson. He has been a big influence in building life insurance selling up to its present high plane."

### **Educator at 20**

Born in Cobden, Ill., Mr. Stevenson started his career as an educator at 20, serving as a high school principal in Illinois. Before the was 23 he had become superintendent of a city school system. He was a graduate of Southern Illinois University, received his M. A. at the

(CONTINUED ON PAGE 11)

## Taylor, Tilley Not in Trustee Race

Edward I. Taylor, manager of Guardian Life at Wheeling, W. Va., and Eric L. Tilley, Life & Casualty, Durham, N. C., whose names have been printed as National Assn. of Life Underwriters trustee candidates following their recommendation as candidates by their respective local associations, have informed THE NATIONAL UNDERWRITER that they are not candidates.

This leaves in the trustee race three incumbents: Charles J. Currie, Mutual Life, Atlanta; David B. Fluegelman, Northwestern Mutual, New York City; and F. Leroy Garabrant, New York Life, Asbury Park, N. J., and Winston Emerick, New England Mutual, Johnstown, Pa.; John D. Marsh, Lincoln National, Washington, D. C.; A. S. Mitchell, Minnesota Mutual, Brookings, S. D.; Harry J. Syphus, Beneficial Life, Salt Lake City, and J. R. Townsend, Sr., Equitable of Iowa, Indianapolis.

Only contest among the officers is for secretary, candidates being Charles E. Cleeton, Occidental Life, Los Angeles, and W. Ray Moss, Connecticut Mutual, Louisville.

## Timetable Given for NALU Cincinnati Meeting

The complete program for the National Assn. of Life Underwriters annual meeting in Cincinnati Sept. 12-16 has been released. The Gibson will be the headquarters hotel but general sessions will be in the Taft auditorium, which is only a short walk from the Gibson and other downtown hotels. Cincinnati is on eastern standard time.

In addition to the company dinners Sept. 15 during the National Assn. of Life Underwriters convention previously announced, Minnesota Mutual will have its dinner for from 25 to 30 people at Beverly Hills Country Club. H. J. Cummings, president, will head a group from the home office. G. R. Hamerlein is Cincinnati general agent.

### **Monday, Sept. 12**

9:00 a.m., committee on nominations, all day session.  
9:30 a.m., N.A.L.U. board of trustees, all day session; executive secretaries, all day session.  
12:45 p.m., executive secretaries, luncheon.  
1:00 p.m., luncheon for most association officers and convention personnel.  
2:30 p.m., American Society of C.L.U. directors.  
6:30 p.m., American Society of C.L.U. directors dinner.

### **Tuesday, Sept. 13**

9:00 a.m., American Society of C.L.U. directors.  
10:00 a.m., N.A.L.U. committee meetings.  
12:30 p.m., American Society of C.L.U. directors' luncheon.  
2:00 p.m., N.A.L.U. committee meetings; American College trustees.  
4:00 p.m., Women's Q.M.D.R.T. annual meeting, Emma McConnell, Volunteer State Life, Chattanooga, chairman.  
5:00 p.m., N.A.L.U. board of trustees.  
6:30 p.m., American College trustees dinner.  
7:00 p.m., Women's Q.M.D.R.T. reception and dinner, Mrs. Eunice C. Bush, Mutual Life, New Orleans, program chairman; "Tax Insurance," Alberta M. Light, National Life of Vermont, Detroit; "Women Agents in the Pension Trust Field," Nell F. Burns, New England Mutual Life, Birmingham; "Key-man Insurance in the Light of Today's Taxes," Eva N. Walters, Prudential, Charlotte, N.C.

### **Wednesday, Sept. 14**

8:30 a.m., "Texas trained seals," breakfast.  
9:30 a.m., meeting of the national council, President Clifford H. Orr of N.A.L.U., chairman.  
2:00 p.m., convention business meeting; (the national council will reconvene following close of the convention business meeting.)  
4:00 p.m., American Society of C.L.U. directors.  
7:30 p.m., American College and American Society of C.L.U. dinner and conferment exercises, Martin I. Scott, Los Angeles, president, presiding; conferment address by Dr. M. O. Ross, president of Butler University, Indianapolis, (American Society of C.L.U. annual meeting will follow conferment exercises.)

### **Thursday, Sept. 15**

9:45 a.m., general convention session, Taft auditorium, Judd C. Benson, vice-president, chairman.  
Singing led by John W. Ulrich, director of music, public recreation commission.  
Invocation by Rev. J. Stanley Mathews, president Council of Churches.  
Greetings, Albert D. Cash, mayor of Cincinnati.  
Welcome to Cincinnati, Raymond D. Ross, Jr., president, Cincinnati Life Underwriters' Assn.  
Introduction of Special Guests.  
Message of the President, Clifford H. Orr, general agent National Life of Vermont, Philadelphia.  
Address by Carol M. Shanks, president of Prudential.  
"A Half Century Is My Goal," Robert O. Bickel, National Life of Vermont, Cedar Rapids.  
"Personality Patterns in Selling," Robert B. Hulsen, general sales manager Moorman Manufacturing Co., Quincy, Ill.  
12:15 p.m., general agents and managers luncheon, Pavillon Caprice, Netherland Plaza hotel; W. Thomas Craig, Aetna Life, Cincinnati, program chairman. "Beware of the Three Bad Bogeysmen," C. T. Burg, vice-president

in charge of sales Iron Fireman Manufacturing Co., Cleveland.

2:15 p.m., meeting of general agents and managers, Hall of Mirrors, Netherland Plaza hotel; W. Thomas Craig, presiding.

Opening Remarks by the Chairman.  
Presentation of Award for Best Article in "Manager's Magazine," Charles J. Zimmerman, associate managing director, L.I.A.M.A.

"Initial Training, the Foundation of Success," W. Eugene Hays, general agent Mutual Benefit Life, Boston.

"Keeping the Agency Going," Raleigh R. Stotz, general agent Mutual Benefit Life, Grand Rapids.

"Practical Prestige Planning Pays," John A. Hill, general agent Aetna Life, Toledo.

12:15 p.m., women agents' luncheon, ballroom, Hotel Gibson; Norma F. Wasson, Phoenix Mutual, Kansas City, chairman, presiding.

Opening remarks by the chairman.  
"Life's Shop Window," Ethel Smith, Ohio regional manager, Great Northern Life, Cleveland.

"Turn the Spotlight on Yourself," Margaret Dwyer, advertising manager John Hancock.

2:15 p.m., national sales seminar, Taft auditorium; Fred H. White, Connecticut Mutual, Buffalo, program chairman, chairman of the session.

Opening remarks by the chairman.

Panel No. 1—"Things I Do to Keep up My Mental Attitude," George Montgomery, Great National Life, Houston, moderator.

"How I Keep Myself at the Boiling Point," Stanley L. Block, Commonwealth Life, Louisville.

"Prospecting," Ann Liston, Northwestern Mutual Life, South Bend.

"Profitspecting," Leonard H. Morgan, Provident Mutual, York, Pa.

"How to Plan for Family Happiness," Nathan P. Paulus, John Hancock, Lafayette, Ind.

Panel No. 2—"The Idea Which Has Meant the Most to Me in Securing Business," Russell H. Moore, Mutual Benefit Life, Lansing, Mich., moderator.

"Forsaking All Others," Elsie Doyle, Union Central Life, Cincinnati.

"The Telephone Approach," Andrew J. Elder, London Life, Toronto, assisted by H. J. Crofts, London Life, Toronto.

"Ideas That Help to Close," Cornelius G. Scheid, New York Life, Cleveland.

"Programming," R. Edwin Wood, Phoenix Mutual Life, San Francisco.

2:30 p.m., American Society of C.L.U. seminar on chapter activities; Martin I. Scott, president, presiding.

6:30 p.m., company dinner meetings.  
10:00 p.m., president's reception and ball, Netherland Plaza hotel.

### **Friday, Sept. 16**

9:15 a.m., general convention session, Taft Auditorium; Clifford H. Orr, chairman.

Singing led by Mr. Ulrich.  
Invocation by Monsignor R. Marcellus Wagner, pastor St. Lawrence Church.

Presentation of Membership Awards, Herbert R. Hill, Life of Virginia, Richmond, membership chairman; Charles Jerome Edwards trophy, Chattanooga association; Philadelphia award, Illinois state association.

Presentation of the John Newton Russell memorial award for outstanding service to the institution of life insurance for 1949, by J. Stanley Edwards, Denver, past national president, John Henry Russell, Los Angeles, donor, and Jul B. Baumann, Houston, chairman of the award committee.

Million Dollar Round Table Hour, Paul W. Cook, Mutual Benefit Life, Chicago, presiding.

"My System Works Me!" Alden H. Smith, Northwestern Mutual Life, Nashville.

"A Philosophy for Clientele Building," William D. Davidson, Equitable Society, Chicago.

The American College Hour, Julian S. Myrick, chairman of the board, presiding.

"Insurance and the Welfare State," Senator Robert A. Taft of Ohio.

2:00 p.m., meeting of the national council, ballroom, Hotel Gibson.

## Humphries Renamed in N. C.

Commissioner Cheek of North Carolina has reappointed Wofford F. Humphries as his chief deputy. Mr. Humphries has served in that capacity since 1942.

## Treasury Plan Would Tax Companies \$45 Million a Year

**Proposal to Ways and  
Means Committee Makes  
Reserve Credit 92%**

WASHINGTON—The Treasury department has submitted to the House ways and means committee a proposal for legislation to freeze the "reserve and other policy liability credit" of life companies for income tax purposes at 92% and make it retroactive for the year 1948.

The proposal, put forward as an interim measure, would result in an aggregate tax of roughly \$45.6 million a year, based on current investment earnings that would be taken into account in making the computation. These earnings are about \$1½ billion a year. With the 92% allowance, there would be a taxable income of some \$120 million. Assuming that all companies pay the 38% rate to which most of them would be subject, the total tax comes out to \$45.6 million.

### **Might Be Permanent**

While the department proposed this as an interim measure, pending general tax revision legislation, some life insurance people who have been following this situation wonder whether, if adopted, it might not become a permanent basis for figuring life insurance income for tax purposes.

The proposed basis amounts, in effect, to considering that 8% of a company's investment earnings constitute income for tax purposes, the 92% representing the interest that companies are required to set aside to maintain reserves on outstanding policies. Actually, 92% falls considerably short of being enough to take care of the "reserve and other policy liability credit."

### **Big Fight Promised**

If the measure is seriously considered for action at this session of Congress, a big fight is promised, with prospect of no unanimity among life companies on the proposition, it is reported. If adopted it would in effect make life companies liable for two years' taxation payable in one year and, it is believed, would have a substantial effect on the finances of some companies, although not to the point of threatening the solvency of any of them. For example, a mutual company that had not reserved against this contingency and that operated on rather narrow margins might have to cut its dividends considerably.

### **No Income Tax for Two Years**

For the past two years life companies have had to pay no income tax, in view of the ratio announced by the treasury under a formula established in a revenue act in 1942. The Treasury has been seeking a way around this exemption, which has irked the department. The companies also feel it is bad policy to be entirely exempt.

A committee representing life companies has been working on problems presented by the present formula, the exemption, and a possible new formula. However, it has not come up with a solution satisfactory to the department.



## Says Opportunity, Not Security, Is What Successful Agents Seek in Their Work

Criticisms by Simon D. Weissman, agent of Equitable Society in Boston

and trustee of National Assn. of Life Underwriters, and others of the life insurance agency system have moved W. G. Preston, manager at Great Falls, Mont., for Northwestern National Life, to speak up for the agency system and the opportunity it offers the agent.

Mr. Preston feels strongly that most agents went into the business because they wanted freedom of action, the chance to do things their own way and the right to go as far as their abilities and ambition could take them; they wanted to be their own bosses, to take the risks that go with any chance for greater profit and are seeking freedom and a chance for gain, rather than security.

The implication of these criticisms leveled at company management, says Mr. Preston, is that every agent would become highly successful if only the companies would put them on salaries, or under social security, or give them lifetime renewals, or in some way assure them "that will-o-the-wisp known as 'security'."

### Lists Success Requisites

Writing in his agency bulletin, Mr. Preston tries to analyze what is required to become a successful agent and what is it that these men have that the less successful men do not.

The first quality, according to Mr. Preston, is the ability to discipline themselves: "They went into the business in the beginning because they wanted the freedom to travel as far as their abilities, their willingness to pay the price of hard work and thoughtful study, and their faith in themselves would take them. They did not want to be limited by the shortcomings of others. They did not want to punch a clock, or to be hampered by the tape of regimentation. They asked only the opportunity to go their way, limited only by the bounds of good citizenship and honest dealings."

Secondly, they know their business from the heart as well as from the head. They take pride in their knowledge of the mechanics of the business, but they never let the knowledge they possess blind them to the more important fact that people do not buy policies or rates or cash values or company practices, but rather financial security and opportunity for the future, food for a family, dignity, self-respect, and success for themselves and their widows.

### Must Be Well Organized

The third quality of successful men, according to Mr. Preston, is that they are well organized. They have studied their business until they have developed a pattern of business operation which, for them, is successful in attaining the goal they want. They know what they want, and they know how they propose to get it. They keep records of one sort or another until they determine that their methods are sound.

Fourth, the successful men work hard. Their plans are not just blue-prints in a desk drawer, or cards in a file, but are living, active, vital forces which often keep them on the job from early morning to late evening. They know that success often means working when the other man is resting, in doing the little menial jobs of keeping records, and names in a file; of making calls, meeting with rebuffs on occasion, listening to hard luck stories from the pessimist and the discouraged. It means practicing sales talks, planning presentations, study and thought. But through



W. G. Preston

it all radiates a confidence that the sum total of all work done will spell success.

"The successful men are fierce competitors," Mr. Preston states. "They are not content to be the second best life insurance man. They want to be on top, but they are willing to pay the price in work and thought and planning necessary to get there. They want to get to the top, and they will get there if they can. They fight clean, but fight hard, and ask only that they have the same chance for success as their fellows."

Finally, the successful men are good citizens, Mr. Preston has found. They have faith in themselves, in their fellow men and in God. They know that only people who accept responsibility, who ask only equality of opportunity to fashion their own future are the only kind of people who would buy life insurance.

"If these things go into the making of success in your business and mine, just how would some of the proposals which would cure the evils in our business work?" Mr. Preston asks. "For example, would putting all agents under social security make them work harder, or produce more, or keep better records, or discipline themselves more adequately? Would a salary make you more conscious of the value of life insurance, or help you to paint a more vivid picture of the great social service which it performs? Would lifetime renewals gain security for the man who does not produce because he is unorganized? Would the elimination of all management cause men to become better citizens and, therefore, better life insurance men?"

"I think the answers are self-evident. To succeed, a man must produce. Unless

(CONTINUED ON PAGE 20)

## U. of Ill. Develops Life Slide Films for High Schools

A new visual aid service in the field of insurance education has been prepared at University of Illinois and will be distributed to high schools by the Illinois Life Underwriters Assn.

Entitled "What Life Insurance Means To You," a film strip depicting real-life situations explains the use and functions of life insurance without attempting to sell it. Pictures and text are at the high school level for presentation in social science, civics, and economics classes, or at special assemblies.

The film strip is the first of a series of three planned by the insurance faculty of the university's college of commerce in cooperation with the state life underwriters association. Future strips will deal with "How Life Insurance Works" and "Planning Your Life Insurance."

Professors Robert I. Mehr and Hugh G. Wales of the college of commerce wrote the script. The pictures were assembled by the university's visual aids service and the master negative made by the university photographic laboratory.

Copies for high school use may be obtained from the Illinois association, Pere Marquette hotel, Peoria, after Sept. 15.

### United L. & A. Has New Policy

United Life & Accident is now issuing a juvenile life paid-up age 65 contract in addition to its regular line of juvenile policies. It will be issued in amounts of \$5,000 or more. At age 0, the annual premium is \$8.79; age 5, \$9.41; age 10, \$10.58; age 14, \$11.82.

## F. W. Quade Wis. A.&H. Assn. Head

### "Wisconsin Plan" for Medical Insurance Lauded at State Meeting

WAUSAU, WIS.—Francis W. Quade, Massachusetts Protective and Paul Revere Life, Wausau, was elected president of Wisconsin Assn. of A. & H. Underwriters at the annual meeting here. He succeeds Walter Dopke, North American Life & Casualty, La Crosse. Leo E. Packard, Loyal Protective, Milwaukee, secretary, and Brace M. Stahl, Great Northern Life, Madison, treasurer, were reelected.

Regional vice-presidents chosen were Albert L. Anderson, Massachusetts Protective, Paul Revere, Milwaukee; W. H. Hanrahan, Business Men's Assurance, Green Bay; Fred Russler, North American L. & C., Oshkosh; Ron C. Rosa, Illinois Mutual Casualty, Madison, and L. V. Weisensel, Time, La Crosse.

Named to the board of governors were Mr. Dopke, chairman; Carl Brandt, First National Casualty, Fond du Lac; Roy F. Bye, North American L. & C., and Gordon Fleming, Washington National, Eau Claire; Reuben C. Knuth, North American L. & C., Green Bay; E. G. Leist, Great Northern Life, Wausau; Arthur J. Laun, Time; C. C. Raisbeck, Great Northern Life, and E. H. Mueller, Pacific Mutual, Milwaukee.

### "Wisconsin Plan" Praised

At the luncheon Dr. Karl H. Doege, Marshfield, president, Wisconsin State Medical Society, discussed "The Evils of Socialized Medicine." He said the voluntary medical insurance program put into effect about three years ago by the Wisconsin medical society has been acclaimed as Wisconsin's answer to the nationalization of health service. More than 200,000 persons are now covered by the "Wisconsin plan" of surgical, obstetric and hospital insurance under a voluntary, prepaid health insurance program utilizing private insurance carriers to provide low cost coverage for the low income group.

The basis of the Wisconsin plan is service, not profit. Twenty private companies are writing the coverage with policies approved by the medical society as to protection and costs. Complete coverage is provided against catastrophic illness and other needs of lower and middle income groups, while higher income individual groups are also enrolled but without guarantee that the insurance payments will constitute payment in full for the services rendered by the physicians.

The Wisconsin plan is designed as a program which will meet the needs of the people without subjecting them to all the red tape and overhead cost of a bureaucratic form of socialized medicine and compulsory insurance such as is proposed in certain federal legislation.

### Compulsory Moves Opposed

Discussing International association activities, C. B. Stumpf, Illinois Mutual Casualty, Madison, its president said the organization's stand is the same as it has always been—unalterably opposed to any form of compulsory health insurance or socialized medicine.

"As representatives of sales organizations," Mr. Stumpf said, "we stand on the premise that there is no compromise possible as far as insurance companies are concerned regarding compulsory health bills. We are opposed to any compulsory legislation requiring the public to buy, because we feel there is no need for compulsory action, since more than 50 % of the people have already availed themselves of voluntary insurance."

Other speakers at the sales congress included W. H. Legler, Wisconsin National Life, Minneapolis, who gave a

(CONTINUED ON PAGE 19)



## SELF-DISCIPLINE

The man of great accomplishments is invariably marked by an unusual capacity for self-discipline. Perhaps it is here, most of all, that the man of achievement differs from the rest of us. For most of us *know how* to do more than we now do, and how to do a better job than we now do, but often we fail to exercise the self-discipline necessary to put our knowledge to full use.

It has been said that the average man, in whatever line of endeavor he may be engaged, could instantly double his productive capacity if he would *today* begin to do those things he knows he should do, and cease to do those things he knows he should not do. Whether or not that statement is unduly emphatic, it surely contains a germ of truth. Almost every one of us knows how to do a better job than we are doing now, and almost every one of us *could* begin to do a better job instantly, if we would but apply the necessary self-discipline.

Yes, if there is one characteristic which above all others distinguishes the man of achievement, it is his ability to manage himself. If any one quality is the common denominator of achievement, this is it—the capacity for self-discipline.

Insurance In Force — August 1, 1949 — \$417,587,168

**COMMONWEALTH**  
LIFE INSURANCE COMPANY  
LOUISVILLE



## List Three Speakers for General Sessions of ALC

### NAIC Head, N.A. Reassurance President, Prominent Educator on Program

Among the speakers who will address the general sessions of the annual meeting of the American Life Convention will be Dr. Francis P. Gaines, president of Washington and Lee University; Commissioner Forbes of Michigan, president of the National Assn. of Insurance Commissioners, and J. Howard Oden, president of North American Reassurance.

The meeting will open Oct. 4 and continue through Oct 7. It will be held at the Edgewater Beach hotel, Chicago.

President W. E. Bixby of A.L.C., who is also president of Kansas City Life, will preside at all general sessions.

#### Legal Section Program

Program plans for the annual meetings of the several sections are also proceeding rapidly, and that of the Legal Section has been completed.

It will open with an address by Chairman William A. Vinson, who is general counsel of Great Southern Life, and who will preside at both sessions of the section. Other morning speakers will be Vincent Keane, associate general counsel Mutual Life, who will speak on "Assignment of Lessors' Interest in Long Term Net Leases"; W. L. Wilkinson, assistant counsel Connecticut General Life, who will talk on "Binding Receipts — Three Decades Later"; and William B. Cozard, general counsel for National Fidelity Life, who will discuss the "Doctrine of Foreseeable Danger as a Defense under Double Indemnity Provisions."

At the afternoon session Ralph H. Kastner, associate general counsel of A.L.C., will discuss the highlights of legislation and litigation in 1949. Lawrence M. Bregy, attorney Penn Mutual Life, is to talk on insurance settlements and the marital deduction; and George B. Gose, general counsel Pacific Mutual Life, will speak on "Life Insurance as a Facility to Effect Pension Plans."

### Purdue Course Alumni to Have Reunion in Cincinnati

The Purdue course will complete four years of operation on Sept. 15 and the first reunion of graduates will be held in Cincinnati at the time of the National Assn. of Life Underwriters meeting.

A dinner meeting is planned for Wednesday evening, Sept. 14, at the Cincinnati Club. A Jack Nussbaum, Massachusetts Mutual, a member of the Million Dollar Round Table, will be the speaker.

The Oct. 3 basic career course is heavily oversubscribed and no more students can be accepted. Basic courses will start every four months, the next class starting Jan. 30.

### American Service Bureau Transfers Two in West

Roy Dies, who has been manager at Seattle for the American Service Bureau for the last few years, has been appointed manager at Antonio to succeed Robert H. Thompson, who has been promoted to the supervisory position of home office representative, with headquarters in Dallas.

## Bankers National Has 2-Day Rally

Bankers National held a two-day business meeting in New York City with more than 100 agents attending. William J. Sieger, agency vice-president, presided and announced that policy cash values were being put on the CSO 2 1/2% reserve basis retroactive to Jan. 1, 1948.

President Ralph R. Lounsbury spoke at the dinner and awarded L.I.A.M.A. certificates to Umberto Pastore, John Brennan, Robert Diffenbaugh and Arthur Morris. Additional speakers included Richard J. O'Brien, assistant superintendent of agencies, who discussed business conditions; Mr. Sieger who spoke on the company's new rate book and mortgage franchise plan, and H. Carlyle Freeman, assistant superintendent of agencies, who demonstrated how to provide double and triple protection for death from any cause.

Other features included descriptions of the use of the company's buyers' guide and the announcement that the company is inaugurating for agents a 2% lifetime persistency allowance.

Speaker at the concluding luncheon was Edmund G. L. Zalinski, director of Life Underwriter Training Council, who discussed the value of L.U.T.C.

### Robbins Named Mutual's "Underwriter of the Year"

Marvin R. Robbins, Charlotte, N. C., has been named Mutual Life "field underwriter of the year." He was presented a sterling silver cup. Previously he had been designated president of Mutual's National Field Club.

The cup, donated as a rotating award by past presidents of the National Field Club, was presented for the first time last year to Walter W. Jones, Los Angeles.

## Roster of Million Dollar Round Table Is Presented

Listed below are the 824 members of the 1949 Million Dollar Round Table, as announced by the chairman, Paul W. Cook, general agent of Mutual Benefit Life in Chicago.



Paul W. Cook

The M.D.R.T. has five groups of members, the group designation of each member being indicated by the number in parentheses following his name. Group 1, of which there are 258, includes the life and qualifying members, repeating. Group 2 is the life members, of which there are 157. Group 3, numbering 137, includes life and qualifying, first time. Group 4, of which there are 139 is composed of those qualifying and repeating, while the 133 in group 5 are those qualifying for the first time.

This year's total of 824 is within five of the peak membership recorded last year.

Aaron, S. A. (4) Equitable Society, Los Angeles; Abell, J. M. (1) South Western, Houston; Abramowitz, J. M. (2) Reliance, Baltimore; Abramowitz, S. M. (3) Reliance, Baltimore; Adelman, David, (3) Mutual Benefit Life, New York City; Alhaechen, E. W. (5) Pacific Mutual, Detroit; Alberts, M. Lee, (1) Equitable Society, Chicago; Albritton, R. S. (4) Prov. Mutual, Los Angeles; Allison, E. L. (1), N. W. Mutual, Tulsa; Anchell, Charles, (4) New York Life, New York City; Andersen, L. E. (4) Equitable Society, Pasadena; Anderson, C. V. (2) Prov. Mutual, Cincinnati; Anderson, J. L. (2) New York Life, Los Angeles; Andrews, E. F. (1) Jefferson Standard, Greensboro, N. C.; Anthony, R. B. (1) Equitable Society, Chicago;

## No Ceilings

Arthur L. Billings, Jr., of the Penn Mutual's Hopkins Agency in Albany, N. Y.:

"What in particular did I like about the life insurance profession? And in thinking it over I came to these conclusions. There is no limit to personal development and with that, our production. There is no arbitrary limit to your capacities. You can write your own ticket and be rewarded accordingly.

"Our business offers great opportunities to develop personal interests and learn new methods of serving our community. I find that there seems to be a certain order of things. My wife and I are constantly meeting new people and find ourselves more and more enmeshed in community activities. This means more friends, more contacts, more personal development.

"Individual ceilings vary but the thing I like about the life insurance business is that an individual going into a community can reach any ceiling that he desires and be of great service to the community and to himself and obtain a wealth of satisfaction out of the work he is doing."

• • •

### THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON  
President

INDEPENDENCE SQUARE, PHILADELPHIA

Ash, I. F. (4) Mutual Life, Beverly Hills; Aubin, F. T. (5) Conn. General, Chicago; Auslander, Daniel, (1) Mass. Mutual, New York City; Austin, K. S. (4) Conn. Mutual, Burlington, Vt.; Austin, Marsden, (2) New York Life, Chickasha, Okla.; Bach, Karl, (3) Penn Mutual, San Francisco; Bachschmidt, E. H. (2) Jefferson Standard, Washington, D. C.; Radt, S. H. (4) Son W. Life, Dallas; Bagley, Roswell P. (1) N. W. Mutual, Buffalo; Baines, Huff, (5) Southland, Austin, Tex.; Baker, E. W. (4) Canada Life, Toronto; Baker, H. J. (1) Bankers National, Boston; Balser, M. L. (1) Mass. Mutual, Atlanta; Balza, L. E. (3) New York Life, Green Bay, Wis.; Banks, P. B. (2) United Benefit, Philadelphia; Bar, S. M. (1) N. E. Mutual, New York City; Barnes, F. B. (5) American National, Lawton, Okla.; Barnett, H. L. (1) N. W. Mutual, New York City; Barovich, J. S. (4) Western Life, Miles City, Mont.; Barr, Jacques, (1) Mutual Life, Chicago; Bauman, W. B. (4) Occidental, Chicago; Bearden, G. N. (1) N. E. Mutual, Los Angeles; Beauchamp, L. J. (2) Equitable of Iowa, Portland, Ore.; Beck, C. S. (1) N. W. Mutual, Toledo; Behr, Mrs. Millred P. (4) Equitable Society, Chicago; Beltman, M. H. (1) Independent, Harrisburg, Pa.; Bell, W. E. N. (3) Manufacturers, Toronto; Bentley, K. R. (5) N. W. Mutual, Danville, Ill.; Benz, W. R. (3) Penn Mutual, Ft. Wayne; Bergstrom, O. B. (5) Conn. General, San Mateo, Cal.; Bernbaum, S. M. (1) Penn Mutual, Seattle; Bernstone, M. M. (2) New York Life, Chicago; Berry, D. G. (3) Gulf Life, Miami; Berti, G. L. (4) American Investors, Dallas; Bethune, W. A. (3) Jefferson Standard, Charlotte, N. C.; Bickel, R. O. (1) National of Vermont, Cedar Rapids, Iowa; Bickert, A. H. (5) London Life, Toronto; Bienstock, N. S. (1) Mass. Mutual, New York City; Bigger, Morton, (1) S. W. Life, Dallas; Binder, H. A. (2) Travelers, Miami; Birmingham, P. V. (4) Phoenix Mutual, St. Paul; Borchardt, S. A. (1) N. W. Mutual, New York City; Bordlee, Paul, (2) Prudential, New Orleans; Boshier, R. G. (1) Jefferson Standard, Virginia Beach, Va.; Boudet, P. E. (2) John Hancock, Akron; Bowman, G. H. (5) New York Life, San Francisco; Bradley, R. C. (4) New York Life, Columbus, O.; Bradshaw, E. G. (3) New York Life, Coronado, Calif.; Brakefield, Shirley, (3) Pioneer American, Houston; Brand, Fred, Jr. (1) Conn. Mutual, Pittsburgh; Brastad, A. P. (5) New York Life, Minneapolis; Bray, F. E. (2) N. E. Mutual, Houston; Breher, A. E. (2) N. W. Mutual, St. Paul; Brewster, H. R. (3) N. E. Mutual, Providence; Breyer, J. M. (2) Penn Mutual, San Francisco; Brigham, D. M. (2) N. W. Mutual, Los Angeles; Brillande, R. H. S. (2) (no company listed), Honolulu; Brinton, R. W. (1) New York Life, Salt Lake City; Bromley, J. E. (3) Mass. Mutual, Bath, Creek; Brooks, R. W. (1) N. E. Mutual, Erie, Pa.; Brooks, W. L. (1) Jefferson Standard, Charlotte, N. C.; Broughton, P. F. (2) Independent, New York City; Brown, J. W. (1) Mutual Benefit Life, Louisville; Brown, K. G. (3) Canada Life, Hamilton, Ont.; Brown, L. A. (5) Excelsior Life, Winnipeg; Brown, Manning E. (2) Franklin Life, Philadelphia; Brown, R. A. (2) Pacific Mutual, Los Angeles; Brown, R. R. (3) N. W. Mutual, Winston-Salem; Brownlee, T. J. (1) Equitable Society, St. Louis; Brunswick, Raymond, (5) New York Life, Philadelphia; Bryon, G. F. (4) Mass. Mutual, New York City; Buckman, H. R. (3) Old Line, Milwaukee; Bunting, L. H. (2) Equitable Society, New York City; Burghelm, N. H. (1) N. W. Mutual, St. Louis; Burns, W. H. (2) Independent, Philadelphia; Burroughs, R. P. (1) National of Vermont, Manchester, N. H.; Burtis, G. S. (1) Conn. General, Chicago; Bush, Mrs. Eunice C. (4) Mutual Life, New Orleans; Byers, J. S. (5) Jefferson Standard, Alameda, Cal.; Byrnes, G. B. (1) Equitable Society, Pasadena; Callahan, T. W. (2) Home Life of N. Y., Boston; Campbell, F. J. Jr. (4) Conn. General, Philadelphia; Campbell, R. W. (1) Fidelity Mutual, Altoona; Caputi, N. G. (1) Fidelity Mutual, Providence; Carlin, E. V. (4) Independent, Columbus; Carlin, O. E. (1) John Hancock, Columbus, O.; Carlton, Alva, (5) Great Southern, Houston; Carpenter, T. K. (1) N. W. Mutual, New York City; Carr, N. W. (2) Jefferson Standard, Jackson, Miss.; Carrick, W. R. (3) Aetna, Worcester; Carrington, E. G. (5) Govt. Personnel, San Antonio; Carson, F. K. (5) New York Life, Tucson; Carver, W. G. (4) S. W. Life, San Antonio; Castelo, R. E. (3) N. W. Mutual, Champaign, Ill.; Castleberry, A. R. (4) Southland Life, Amarillo, Tex.; Castleman, H. W. (4) N. E. Mutual, Louisville; Castleman, J. S., Sr. (5) Sun Life, Tacoma; Caulkins, R. S. (5) Conn. Mutual, Cleveland; Cavanaugh, W. R. (4) Aetna, Detroit; Cavender, Harlan, (5) Mass. Mutual, Seattle; Charlap, H. M. (1) Sun Life of Canada, Philadelphia; Ching, Quan Lun, (1) Prudential, Honolulu; Choate, Edward, (2) N. E. Mutual, Los Angeles; Chow, Mrs. Grace Wong, (5) Occidental, Los Angeles; Churchill, E. S. (3) N. W. Mutual, Hartford; Clark,

(CONTINUED ON PAGE 17)

## THE HARVEST MOON... AND LIFE INSURANCE

It's about time again for frost on the pumpkin, and for the famed harvest moon to put on its golden act, . . the fruition of plans and work for all the rest of the year.

Life Insurance works like that, . . only more so. It is the surest way to reap a bountiful harvest of independence and contentment in later years, and if there happens to be a "crop failure" along the way, Life Insurance is always ready to step into the emergency and prevent disaster.

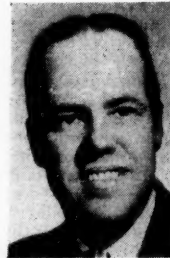
It's great to be in a business that can provide such an opportunity for Americans to make their own financial security.

*The*  
**NATIONAL LIFE  
AND ACCIDENT  
Insurance Company, Inc.**



### Tilove, Russell to Martin Segal & Co.

Martin E. Segal & Co., consultants in group insurance, group health, welfare and pension programs, have ap-



E. W. Russell, Jr.



Robert Tilove

pointed Robert Tilove as director of research and E. W. Russell, Jr. as executive assistant. Dorothy Funt has been promoted to service supervisor.

Mr. Tilove has been assistant director of the New York state labor department's division of research and statistics. He was the principal author of disability studies which provided the general background for the New York state disability benefits law. Before that he was executive secretary of the steel commission of the national war labor board and chief of research for the New York regional war labor board.

Mr. Russell was formerly with the group department of Equitable Society in New York City and New England from 1934 to 1940 when he joined the group department of John Hancock. Most recently he was Pacific northwest supervisor.

### Failure to Get Department OK Doesn't Void Rider

In Dempsey vs. National Life & Accident, the Illinois supreme court ruled that the use of a rider without the approval of the insurance department might subject the company to a fine or penalty, but it does not destroy the terms of the rider.

The ruling reversed a lower court's judgment favoring an action to recover the face amount of a policy which contained a military service rider limiting the liability of the company to the premiums paid if death occurred while the insured was in the armed forces.

The insured was killed off Bataan Peninsula and the beneficiary sought to recover the face amount of the policy, contending that the company had not filed the rider with the director of insurance.

### Rough Notes Has New Book

The Rough Notes Co. has published a new book entitled "Guide to Life Insurance" which is based on the "Life Agents' Qualification Handbook." The authors are C. C. Robinson, vice-president Columbian National Life, and B. W. Osler, editor life publications Rough Notes Co.

The newer book is completely rewritten and greatly expanded, but retains the simplicity that made the original a standard reference. It is adapted to both new and experienced men.

### Downey Can Represent Himself

The superior court at Los Angeles has ruled that Commissioner Downey may appear on his own behalf in connection with the efforts of Pierce Ins. Co. to acquire funds of a predecessor "chapter 9" company which Downey contends belong to the policyholders of the old company. The company argued that only the attorney-general could represent the commissioner. The attorney-general disagreed with Downey's position but didn't mind if he appeared on his own behalf.

### Weissman to Seek NALU Resolution Welcoming LIFFA

Simon D. Weissman, Equitable Society agent in Boston and trustee of the National Assn. of Life Underwriters, has announced that he will present the following resolution at the annual convention of the N.A.L.U. at Cincinnati:

"Whereas N.A.L.U. has officially and voluntarily limited its objectives to those of a 'professional' organization, and 'Whereas N.A.L.U. is legally restrained from engaging in any activities which can be interpreted as dealing with insurance companies in matters affecting the welfare or conditions of employment of life insurance agents, and

"Whereas the newly-formed Life Insurance Field Force of America, whose membership is restricted to ordinary full-time commission agents, is the only national organization dedicated to the aims of correcting the abuses of the agency system and improving the conditions of employment of ordinary life insurance agents, and

"Whereas the objectives of the two organizations are therefore supplementary to each other and completely non-competitive,

"Be it therefore resolved that N.A.L.U. welcomes L.I.F.F.A. into the sphere of institutional organizations, extends the hand of fellowship and good will, and wishes it success."

"Life Insurance Field Force of America" is the name adopted by the group spearheaded by Mrs. Nola Patterson of Atlanta which is trying to organize ordinary agents into a union for collective bargaining purposes.

### American National Holds Texas Regional Convention

Ninety-eight qualifying agents, managers, general agents, and guests of the Texas division of ordinary agencies of American National attended the division's three-day regional convention at Troutdale-in-the-Pines, Col.

Ben H. Williams, training consultant, and M. O. Bickel, training director, outlined the new training program.

Division leaders were recognized at the opening luncheon. Among these was Byron S. Griffith, general agent of the company's leading Texas agency and holder of the award for the most outstanding agent.

M. Allen Anderson, director of Texas ordinary agencies, presided at all meetings.

### O'Connor Slated in La.

E. H. O'Connor, managing director of Insurance Economics Society of Chicago, is scheduled Sept. 14 to address the Rotary Club of New Orleans at a luncheon meeting on "Do You Know Where We're Going?" and the next day he will appear on the program of Louisiana Insurers Conference at Gulfport. He will disclose little publicized features of President Truman's contemplated expansion of the social security act. He finds there are two especially bad features in this bill, one calling for payment of a death benefit in addition to a disability benefit, and the other for payment of a lump sum in cash on all insured deaths in connection with the permanent and total disability benefits.

### Pacific Mutual's Top Producers

Pacific Mutual's Big Tree Club of top producers closed its 35th year with 479 qualifiers, 75 of them for the first time, and two of them, R. A. Brown and Dr. J. B. Wachtel, veterans who have never missed qualification since the club's founding.

Fifty-eight men and one woman qualified as Top-Stars. Leading the group was R. E. Denman of Cincinnati. Mrs. Louise M. Cunningham of Miami was the only woman qualifier.



## Vice-President Barkley to Speak at Franklin Unveiling

Alben W. Barkley, Vice-president of the United States, will be in Springfield, Ill., on Sept. 8 to be principal speaker at the unveiling of a bronze statue of Benjamin Franklin now being placed in the courtyard of Franklin Life. Appearing with the Vice-president for the ceremony at 10 a.m. will be Governor Stevenson of Illinois, and Harry B. Hershey, director of insurance.

Five hundred representatives of Franklin Life will congregate in Springfield to attend a sales congress and the unveiling of the statue executed by the famed sculptor James Earle Fraser. The statue will show Benjamin Franklin seated. The figure will be over six feet high, mounted on a granite pedestal. The entire work will stand approximately 13 feet above the ground.

### Carved 20-Foot Franklin Statue

One of Mr. Fraser's best known works is the 20-foot marble of Franklin in the Franklin Institute in Philadelphia. Henry B. Allen, executive vice-president of the Franklin Institute, and Benjamin F. Lewis, vice-president of the Benjamin Franklin Society, will attend the unveiling of the new Franklin statue in Springfield.

The sales congress the day before the unveiling will feature talks by national leaders of the business. Speakers at the morning session will be Frank M. See, general agent New England Mutual, St. Louis: "This is the Golden Era for Life Underwriters"; Herman Watson, general agent Franklin Life, Ft. Payne, Ala.: "How I Averaged More Than a Sale Daily in the Last Five Years"; Benjamin N. Woodson, executive vice-president Commonwealth Life: "It Seems to Me." Afternoon speakers will be Earl M. Schwenn, manager Great-West Life, Chicago: "A Tremendous Present-Day Market—Juvenile Insurance"; F. J. Budinger, regional sales director Franklin Life, Chicago: "Our Family Income Programs." That night all guests of the Franklin will be entertained at dinner and a dance.



Shown above is the sculptor's model of the statue of Benjamin Franklin to be unveiled in the courtyard of the Franklin Life at ceremonies Sept. 8. It is the work of James Earle Fraser, noted American artist.

## Continental Pyramid Club Meets in Chicago Sept. 15-16

Continental Assurance will hold its annual Pyramid Club convention at the Sheraton hotel, Chicago, on Sept. 15-16 and immediately upon adjournment the President's Club will embark for New Orleans for a three-day convention.

The Pyramid convention will be national this year, not regional, and, despite higher qualification requirements, a new high of 273 producers will attend. Similarly, the number of qualifiers for the President's Club of 81 is a record. Keynote of the 1949 convention will be selling in recognition of the opinion that today life insurance must meet the challenge of a highly competitive market. Speakers from the field, selected on the basis of their particular talents in various major divisions of life insurance, will dominate the program.

Several speakers have been selected from among men who have established unusual records since their post-war entry into the life insurance business. Youngest will be Thomas Warnick of Kansas City, in his early 20's who is a member of the President's Club with

its minimum qualification requirement of \$500,000 in paid-for ordinary.

Another speaker of unusual interest will be Mendel S. Kaliff of San Antonio, whose subject will be "Continental . . . Born and Bred." He is a member of the company's first father-and-son team, having been born since his father joined the organization. The father, Morris H. Kaliff, likewise is a club qualifier.

Canada, which the company entered a year ago, will be represented by a delegation of nine.

On Sept. 16 members of Continental's C.L.U. chapter will hold a meeting and will induct five representatives who recently completed and passed their C.L.U. examinations.

### Policyholders' Newspaper

Manhattan Life has issued its first miniature four page policyholders' "newspaper" which is being included in premium notices and will be published about twice a year. The first issue contains a postage paid business reply card with which the policyholder may check his social security standing, a news item about the company's 100th year, a discussion of family income plan, juvenile insurance, etc. General agents are using copies of the "News" for direct mail and prospecting work. Wendell Buck, advertising manager, is getting it out.

## Dayton G. A.

Herman L. Toedtman is now Berkshire's general agent in Dayton, O. He succeeds Hector Shay, who will devote his full time to his personal clientele but will continue with Berkshire.

Mr. Toedtman has had a wide background of experience in the life insurance business as agent and assistant manager in both industrial and ordinary fields.

H. L. Toedtman



### Nickell to Address Supervisors

H. Kennedy Nickell, Connecticut General, Chicago, will address the Chicago Supervisors Club at a luncheon meeting Sept. 8 at the Central Y.M.C.A. Mr. Nickell is a past chairman of the National association's committee on agents' compensation and this will be the subject of his talk. George Schomburg, Prudential, will preside in the absence of Arthur Johnson, Penn Mutual, who is confined to his home by illness.

## NIKE . . .

The Greeks created statues of Nike, goddess of achievement, in honor of their successful men and women and presented them with palms and wreaths of laurel.

Today, outstanding life underwriters are honored for the persistency and quality of their business, not with statues and wreaths, but with the National Quality Award. This is a very real honor for it is given members of the N.A.L.U. by that organization and the L.I.A.M.A. — by people who know what represents achievement in the life insurance field.

We are very proud that this year more than 750 Prudential representatives have received this industry-wide award. We wish them, and all the other qualifiers, even greater success in the future.



**THE PRUDENTIAL  
INSURANCE COMPANY OF AMERICA**

a mutual life insurance company

HOME OFFICE, NEWARK, N. J.

WESTERN HOME OFFICE, LOS ANGELES, CALIF.

## Wheelchair Doesn't Keep Chicago Veteran from Active Life Insurance Sales Career

Though war injuries have deprived him of the use of his legs, H. Albert Crawford of the Moore, Case, Lyman & Hubbard agency of John Hancock in Chicago, is well on the way to becoming a successful life insurance agent. In his first full year he paid for \$76,300 on 15 highly satisfied clients.

This production assumes impressive proportions when Mr. Crawford's difficulties in making calls on prospects are considered. He insists on getting around strictly on his own. He has a car with automatic gear-shift and hand controls. His special license plates entitle him to special parking privileges. He can swing himself out of his car and into his wheelchair unassisted. In fact, the only obstacles he can't get past are stairs and revolving doors. He can usually get around the revolving doors by going into a store in the building and asking to go through into the lobby.

Because his handicap limits the number of his calls, at best, he is endeavoring to build up a clientele so that more and more of his work will be done in his office, his clients and prospects com-

ing in to consult with him as they would with a doctor or lawyer. However, even though he gets most of his business on an office basis, he plans to keep on making calls. Although they present difficulties to him, he enjoys making them, for he likes to get around.

Mr. Crawford naturally gets many offers of help from kindly bystanders, but he is entirely sincere in refusing these offers. He says the easiest way to break down a man's confidence and make him lazy is to give him too much help. It makes him look for people to help him. Mr. Crawford feels that confidence in his own ability to take care of himself is vital, particularly to a salesman.

### Forestalls Sympathy Reaction

In making a call, Mr. Crawford's first concern is to make sure that the prospect does not feel sorry for him, nor pressured by his disability. A quick explanation of the cause of his disability clears the air. In addition, Mr. Crawford's manner and personality are such that it is hard to realize that it is actually impossible for him to rise

from his chair and walk across the room. It seems more as if he had just happened to sit down in a wheelchair for the moment.

As for all other life agents prospecting is the most pressing problem for Mr. Crawford. At present he concentrates on the endless chain method and has obtained many good leads in this way. He has avoided using centers of influence until he felt he was well enough grounded in programming so that he could show the centers what kind of work he could do for people they might refer him to. He will soon make more use of centers of influence, however, for his mentor, Charles T. Rothermel, Jr., agency assistant, is enthusiastic about the thoroughness with which Mr. Crawford does a programming job.

### Makes Use of Clippings

As another source of prospects, Mr. Crawford is using clippings from magazines and newspapers. He has been doing this only a short time and, while he hasn't made any actual sales from this source, he has gotten in to see everyone he called on. These clippings are mainly to do with appointments and promotions.

At present, his schedule calls for four

calls a day, two on the way to the office and two on the way home. However, if he has a programming job on his hands, he has to spend more time in the office and may make only one or two calls on those days.

Mr. Crawford's first fear in starting



H. ALBERT CRAWFORD

out to sell life insurance was that he would be thought to be soliciting a donation, but he hasn't run into this reaction. Prospects seem to treat him about the same as they would any other life insurance agent.

## Jewett Marks 50 Years with Mass. Mutual; Will Retire Before Year-End

Raymond D. Jewett, assistant secretary of Massachusetts Mutual, Tuesday completed 50 years of service with the company, the last 48 being in the same department. In honor of the occasion his desk was massed with flowers, and he received congratulations from associates throughout the company. At a luncheon of the senior executives Alexander T. Maclean, president, presented him a 50-year service pin and a suitably engraved emblem.

Mr. Jewett's career commenced as an office boy. In 1901 he was transferred to the renewal department, where he became assistant manager in 1924, and manager two years later. Elected assistant secretary in 1928, his career closely paralleled that of his friend and predecessor in each of these positions, Robert Barton, who retired last year. Mr. Jewett will formally retire from active participation in company activities before the first of next year, and devote himself to his numerous hobbies and his interest in civic affairs.

Mr. Jewett enjoys a tradition that a relative of his family four generations ago was Harvey Danks, the first general agent of the company and the man who owned the first policy issued by the Massachusetts Mutual in 1851.

A former police commissioner, Mr. Jewett is also a former member of the Springfield common council and board of aldermen; past president and present director of Hampden County Accident Prevention Council; and president and director Springfield Automobile Club.

### 143 Get C.L.U. in Canada

The 1949 examinations of the Institute of Chartered Life Underwriters of Canada have resulted in the awarding of C.L.U. of Canada designations to 143 agents.

**SECURITY**  
for our  
producers

- ORDINARY
- GROUP
- GROUP PERMANENT

Peace of mind, a plus enjoyed by our producers, is afforded by a balanced, complete Agents' Benefit Plan:

1. Retirement fund
2. Group life insurance
- \*3. Hospital expense insurance
- \*4. Surgical expense insurance

\*Dependents eligible

**Continental Assurance Company**

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Affiliates:  
Continental Casualty Company  
Transportation Insurance Company





## Celler to Give Fund Concentrations Special Heed in '50

WASHINGTON — Indications are that the House judiciary anti-trust subcommittee inquiry into concentration of loan funds and of equity capital funds in large life companies and other companies will receive "special attention" next year, it appears from a statement and future program report released by Chairman Celler.

"The most difficult or obscure of the questions that have come before the subcommittee," it says, "will be considered more at length in hearings to be scheduled next year."

"It is anticipated that special attention may be directed to the concentration of equity capital funds in the hands of large commercial or industrial companies, and the corresponding concentration of loan funds in the largest life insurance companies."

The subcommittee plans further anti-trust hearings beginning late in October. Meanwhile it will get reports from staff groups and government agencies on anti-trust problems and legislative proposals. The statement says the subcommittee "will consider proposals for new legislation on combinations of previously competing firms," etc., also tax laws and incentive taxation among other matters.

It says it wants testimony of opponents, as well as advocates of proposals to amend the anti-trust laws "before actual bills are considered." Also, it wants light on the belief that "business concentration is an important cause of socialism in government." Senator O'Mahoney has said such concentration leads to totalitarianism.

## Issuance Date Excluded in Computing 2-Year Period

A lower court's ruling that the issuance date of the policy must be excluded in computing the two-year incontestability period was affirmed by the New York court of appeals. The case was Metropolitan Life vs. Schmidt.

On March 24, 1947, the company sought rescission of the policy, which had been issued March 24, 1945. The insured argued that the two-year incontestability period had elapsed, but the

company contended that, since the clause stated that the policy was incontestable after a period of two years from its date of issue, rescission had been commenced within the specified period.

## Franklin Names Meredith Des Moines Associate G. A.

David R. Meredith has been named associate general agent at Des Moines, for Franklin Life.

Mr. Meredith has been with Bankers Life of Iowa for 12 years and for the past 11 has averaged over a half-million dollars annual production. During his first 27 days with Franklin Life, he set the notable record of 60 sales.

Mr. Meredith will combine organization work with personal production.



D. R. Meredith

## Mutual Service in Mich.

Mutual Service Life has been licensed for life and accident and health insurance in Michigan.

The company is being operated under common management with American Farmers Mutual Automobile and Central Mutual Fire. The former companies have changed their names to Mutual Service Casualty and Mutual Service Fire, respectively.

## Phillips Heads Phila. Assn.

The Philadelphia Life Underwriters Assn. has elected V. L. Phillips, Occidental Life, president; Stephen D. Green, Provident Mutual, and R. E. Gorsuch, Aetna, vice-presidents; and V. S. Mollenauer, Connecticut Mutual, treasurer.

H. H. Schibe has been appointed assistant manager by Prudential in San Diego. He attended Western State College and in the war served with the marines. He has been representing Lincoln National Life in San Diego.

Floyd Bash, Jr., of Des Moines has joined the Iowa department as an actuary and examiner. He formerly was with Connecticut General Life.

## New Committees of N.A.I.C. Are Named by Forbes

LANSING — Commissioner Forbes, newly elected president of National Insurance Commissioners, announces the new N.A.I.C. committees.

Following are the chairmen and vice-chairmen of companies in which life insurance people are interested:

Chairman of the subcommittee on the assistant secretary's office is Hershey of Illinois, with Jackson of Missouri, vice-chairman.

A. & H. committee chairman is Knowlton, New Hampshire; vice-chairman, Downey, California.

Blanks chairman is Robinson, Ohio, with Lange, Wisconsin, vice-chairman.

Examinations—Bowles, Virginia, chairman; Martin, Louisiana, vice-chairman.

Fraternal, Sullivan, Washington, chairman; Robinson, Ohio, vice-chairman.

Laws and legislation, Butler, Texas, chairman; Graves, Arkansas, vice-chairman.

Life, chairman is Harrington, Massachusetts; Harris, Minnesota, vice-chairman.

Chairman of the subcommittee on gain and loss exhibit is Dineen of New York.

Social security chairman is Alexander, Iowa; Apodaca, New Mexico, vice-chairman.

Taxation (including real estate), Viehmann, Indiana, chairman; Holmes, Montana, vice-chairman.

Unauthorized insurance, Stone, Nebraska, chairman; Dineen, New York, vice-chairman.

Valuation of securities, Dineen, New York, chairman; Harrington, Massachusetts, vice-chairman.

Federal legislation, Malone, Pennsylvania, chairman; Harrington, Massachusetts, vice-chairman.

Liaison Committee with federal trade commission—Zone No. 1, Harrington, Massachusetts; No. 2, Cheek, North Carolina; No. 3, Larson (chairman), Florida; No. 4, Hershey, Illinois; No. 5, Brown, Texas, and No. 6, Sullivan, Washington; Forbes, ex-officio (elected by association).

## Wilber Gets Capitol Award

Harold O. Wilber, Denver, led Capitol Life for the first six months. For this and also for completing 25 years with the company, he was awarded a silver bowl.

Carl R. Anderson, vice-president and secretary of Minnesota Mutual Life, and Miss Ruth Baker of San Francisco were married at the First Presbyterian Church in South St. Paul. They are now on an extended trip to Mexico. Mrs. Anderson formerly lived in South St. Paul.



## Help from the "sidelines":

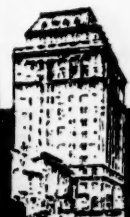
In a football game, many things are apparent to the spectators which are not evident to the man carrying the ball. So it is with a new agent. Counsel from the "sidelines" is invaluable in helping him reach his goal. For this purpose, CWSL has developed a comprehensive system of "checks" on the new agent's progress. Is he prospecting in occupational or income groups which are best for him? Is he maintaining a profitable ratio of interviews to calls or sales to interviews? Is he learning to make the best use of his time? We do our level best to help find the answers to these and other questions. In no sense is this a matter of "looking down the back of his neck." Progress checks give the new agent that tremendously valuable "outside viewpoint" on problems which *must* be solved if he is to find the success he seeks.

★ We feel that the life insurance industry owes every new agent a better-than-even chance for success. This series outlines a few practices now followed by our Company which are designed to improve the new agent's chance for a successful career. It is published in the interest of free and open discussion. We shall welcome your comments.

California-Western States Life Insurance Company

HOME OFFICE, SACRAMENTO

Now! Over \$500,000,000 in Force!



## Branch Offices in the United States

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DENVER  
DETROIT  
GRAND RAPIDS  
GREENSBORO

HONOLULU, T.H.  
INDIANAPOLIS  
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SEATTLE  
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WILMINGTON

SUN LIFE ASSURANCE COMPANY OF CANADA

Established 1865



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## Outline Programs of N. Y. Life Club Conventions

The theme for 10 educational conferences of New York Life's production clubs meeting in September and October will be: "The New York Life agent in your community is a good man to know," the keynote of New York Life's current national magazine advertising program.

More than 1,800 qualified this year despite considerably higher requirements for membership.

The conferences will open with a meeting of the Top Club Council—the top 200 producers—at Sun Valley Lodge Sept. 6-10. Welcoming the council members will be Dudley Dowell, vice-president in charge of agencies, who will discuss the outlook for the life agent in 1950.

At the opening session there will be talks by Edward J. Mintz, San Jose, president of the 1947-48 Top Club, C. H. Killen, San Antonio, president of the 1948-49 Top Club, and Edwin T. Golden, San Francisco, national vice-president. Josef E. Josephs, Charlotte,

N. C., will give the annual report of the Agents' Advisory Council.

President Devereux C. Josephs will address the Top Club Council at the second morning session. Financial Vice-president Richard K. Paynter, Jr., will speak on investment operations, Assistant Vice-president A. H. Thiemann will talk on "Our National Advertising," and Vice-president James T. Phillips will discuss "C.I.P.—What It Is and What It Does."

Participating in a panel discussion on advanced underwriting will be Daniel H. Coakley, Jr., Boston, Erle L. Collins, San Francisco, Edward J. Mintz, San Jose, and Elmer C. Moore, Wichita, from the field; and, from the home office, George J. Marsh, director of field training, Walter D. Freyburger, tax counsel, James D. Dunning, supervisor of advanced training, and Joseph D. Herring, consultant in the field training division.

### Johnson Will Run Panel

Assistant Vice-president Raymond C. Johnson will preside at a panel discussion on modern marketing methods scheduled for the third day. On the panel will be Isaac S. Kibrick, Boston; Robert A. Davies, San Francisco; Kenneth C. Fitch, Wichita; Edwin T. Golden, San Francisco; Josef E. Josephs,

Charlotte, N. C.; Rudolf L. Leitman, Detroit; George J. Lucas, Sioux Falls, S. D.; Ben H. Sekt, Sioux City, Ia.; and Norman Warren, New York City.

"Tailor Made Dollars," a new motion picture for agency training, on the company's programming plan, will be introduced by Andrew H. Thompson, director of sales promotion. On the third day Sterling W. Sill, manager of the intermountain branch, will preside at an open forum with "The New York Life Agent in Your Community Is a Good Man to Be" as the subject.

Assistant Vice-president Walter Weisinger, who is directing arrangements for the 10 educational conferences, will be chairman of the Top Club Council's annual dinner, the concluding event of the meeting.

### Will Follow Same Pattern

The general pattern of the Top Club Council's program will be followed at meetings of other clubs. At the meetings, each group will elect its representative to the Agents' Advisory Council, the function of which is to provide a closer liaison between the field force and the home office.

Following the Top Club Council meeting, there will be three regional conferences of the Top Club: Pacific division at the Broadmoor, in Colorado Springs, Sept. 13-16; central and western divisions at Hot Springs, Ark., Sept. 19-22; and the northeastern and southeastern divisions at Virginia Beach Sept. 28-Oct. 1.

Regional meetings of the Nylic Star Club will be held at French Lick Sept. 11-14; Bolton Landing, N. Y., Sept. 13-16; Mackinac Island, Mich., Sept. 14-17; Coronado Beach, Cal., Sept. 26-29; Roanoke Oct. 2-5 and Galveston Oct. 16-19.

### Rainey with Aetna Life

James L. Rainey has been appointed assistant general agent for southern Indiana by the Paul Williams agency of Aetna Life in Indianapolis. He has had many years experience in life insurance in Indianapolis, including managership of the home office agency of Indianapolis Life, and of Great-West Life's and Guardian Life's Indianapolis agencies.



J. L. Rainey

He is a past president of the Indianapolis Life Underwriters Assn. and is a C.L.U. He will have associated with him his son, John L. Rainey.

### Berkshire Has Term to 70

Berkshire Life has brought out a term to age 70 policy issued at age 20 to 55, inclusive, in minimum amounts of \$2,000. To this contract may be added

disability waiver, disability income, double indemnity and family income. It contains original and attained age conversion privileges.

Annual premiums range from \$13.71 at age 20 to \$40.61 at age 55.

## Is Avariciousness of Elderly Being Overrated?

From W. Rulon Williamson, consulting actuary and authority on social security matters, Washington, D. C.:

"A bill to extend and improve the federal old age and survivors insurance system, to amend the public assistance and child welfare provisions of the social security act, and for other purposes" has 201 pages. The bill is accompanied by a report of 207 pages (rather hard to get for another week or so) — of which a dozen are captioned "Additional Minority Views," signed by Congressman Carl T. Curtis, with concurrence therein by Congressmen Noah M. Mason and John W. Byrnes.

This minority report — or minority of the minority — outlines the failures of OASI to provide "automatic" benefits, to make the most socially advantageous use of allocated funds, and to adjust benefits over time, or to achieve either simplicity or a sound financial structure. The recommendations, one page in length, are sound, particularly in backing up ex-President Hoover's statement of need for competent full-time study.

### Patching Hopeless Program

This succinct report, thrown into almost stark relief against the "Department of Fuller Explanation or Amplification," in the 150 pages of the majority's story, is an event in American social security discussion. Mr. Curtis aptly designates the majority's statement as "patching up a hopeless program." The increase of benefits by amounts ranging roughly from 50 to 150%, in behalf of those already drawing benefits, and the large increases for those now having practically qualified on account of past coverage or made to qualify in the near future are too irrational to be "rationalized," though there is a lengthy "explanation." There is some increase, too, in federal largess to states in public assistance, the cautious "easing in" of extended disability benefits and grants for medical care — a couple of "camel's heads."

The minority report of 10 congressmen — all Republicans — discusses thoughtfully many of the uninspired details, and indicates that the months of executive session, with full opportunity for discussion with the social security administration, had resulted neither in agreement on basic principles, nor much essential agreement on details.

On pages 880, 1484 and 1494 the testimony of the former actuary of the

(CONTINUED ON PAGE 20)

## Builders of Men...

### Our... E-X-P-A-N-S-I-O-N PROGRAM

#### Is Moving Along

(THREE NEW CONTRACTS ALREADY COMPLETED)

### "Why" ARE GOOD MEN INTERESTED?

#### Because

#### \*COMPLETE PROTECTION NOW OFFERED

- Life
- Accident
- Sickness
- Hospitalization

#### \*NEW FINANCING PLAN FOR AGENCY BUILDING TO ADEQUATELY MEET TODAY'S NEEDS

#### Plus

Time-Tested Tools That Are Dependable

#### Ask Us About

OUR BUILDERS OF MEN PLAN



Since 1901

The Progressive  
**GUARANTEE MUTUAL  
LIFE COMPANY**

Omaha, Nebraska

## We're Looking...

FOR representatives in COLORADO and MICHIGAN to handle our complete line of life, accident and health, and group coverages. Exceptional opportunities for qualified men.

Address: The Agency Department

**ATLAS LIFE** INSURANCE  
COMPANY

TULSA, OKLAHOMA JOHNSON D. HILL, President



## OBSERVATIONS

### Commissions Are Pension

One way for a corporation to provide a pension for one of its retired executives is to let him handle, as a broker or agent, the insurance purchased by the organization and to draw commissions on it. It is easy to see how such a practice could be costly and regrettable if the retired executive knows as little about insurance as does the average man. Unfortunately, such a scheme has been put into practice in at least one case we know of.

### Group "Five Percenters"

Nothing can be more discouraging to a group insurance man than to be asked by an individual on the buying end of the line, "What is my cut?" It would be unrealistic to pretend that instances do not arise where the buyer seeks "a little something" for his part in the "deal." There are plenty of successful group men who turn down all such requests and immediately cease cultivation of such business. One of the regrettable features of group kick-backs is that they frequently are made out of the commissions of the personal producer.

### A Swing to the Right

Organizers of sales congresses and agency meetings where those attending are given name tags to wear have decided that the right lapel or shoulder is the best place to have the tag pinned on. They say that when two people are introduced this puts the eyes of each directly on the card worn by the other and makes it easier for each to get the names straight. They also seem to be getting away from typewritten-size names and like the print to be about a quarter-inch high.

### Proposes NSLI Trade-In

An agency manager suggests what he believes is a good method for slashing the tremendous cost of administering National Service Life. He thinks that calculation will show that the government in the long run would save money by issuing to all veterans, in lieu of their \$10,000 NSLI a free, prepaid \$5,000 death benefit and eliminating all other attending red tape such as premium payments, the bookkeeping thereof and notices.

He proposes, in effect, that the veteran trade in his \$10,000 policy now, even-up, for a paid-up \$5,000 one and forget about premiums.

He has no doubt that this plan would snip off a big section of the veterans administration chain of command, and there would be objections to that. Also, there might arise the problem of adjusting or returning premiums already paid, which amount to more for some veterans than others because of differ-

ences in policy types and time when the policy was taken.

There would also be the question of whether a veteran would prefer to trade his \$10,000 policy even for an eventual \$5,000 grant. Naturally, the veteran would not have to make the trade and those unable to get additional insurance elsewhere would doubtless want to keep their NSLI at its maximum of \$10,000.

### Allied Fields See C.L.U. Value

Looking over the list of candidates who have completed the examinations of American College of Life Underwriters, one can't help but be struck by the number of candidates who, strictly speaking, are not in the life insurance business. This would seem to prove that C.L.U. study is an accepted professional yardstick not for the life insurance practitioners alone, but for any man whose occupation requires him to know of life insurance. The outsiders represent such a variety of organizations as the veterans administration, the University of Wisconsin, the University of Pennsylvania, R. & R. Service, the New York state insurance department, Davidson College, Insurance Society of New York and Washington University.

### Hinkle Heads Conservation Committee of N.A.L.U.

Roland D. Hinkle, Equitable Society, Chicago, has been appointed chairman of the conservation committee of National Assn. of Life Underwriters to fill out the unexpired term of Richard E. Imig, who is now acting executive vice-president of N.A.L.U. Mr. Hinkle has been for two years a member of the conservation committee, which administers the national quality award jointly with a committee of L.I.A.M.A. He is a past president of the American Society of C.L.U.

### Jefferson Standard Rally

Talks were given by Ralph Price, president; J. M. Bryan, 1st vice-president; C. E. Leak, executive vice-president; and M. A. White, 2nd vice-president, at Jefferson Standard's eastern regional at White Sulphur Springs.

Guest speakers included H. P. Gravenaard, vice-president of the National Underwriter Co.; A. R. Jaqua, Southern Methodist University; and A. H. Motley, president of Parade Publications, New York City.

A convention for agents west of the Mississippi was held at Pasadena this week.

Wisconsin National Life has issued a new policy application which will be used for both medical and non-medical applications. The new application has been simplified and is brief yet comprehensive. Space has been provided for three references to aid in securing additional prospects.

### W. B. Smith Penn Mutual General Agent at Toledo

W. B. Smith has been appointed general agent for Penn Mutual Life at



W. B. Smith

Toledo. He succeeds Charles E. Spencer, who has asked to be relieved of management responsibilities and will devote his entire time to personal production. Mr. Smith graduated from Central Missouri State College. In 1937 he joined the Kansas City agency and was successful in personal production and supervisory work. Since May, 1948, he has been supervisor in the Clover agency in Kansas City. A lieutenant-colonel in the air forces, he was awarded the distinguished flying cross, air medal with oak leaf cluster, and the presidential unit citation. He was formerly president of the Savannah, Mo., Chamber of Commerce and secretary-treasurer of the St. Joseph, Mo., Life Underwriters Assn.

### Insurer Not Deemed to Know Facts Withheld by Agent

The Tennessee court of appeals affirmed a lower court's decision ruling that the insurer was not bound by its agent's knowledge when he submitted an application stating the insured was free from kidney ailments, and at the time of writing the application had known that the insured had been under care for such an ailment. The case was Beasley vs. Metropolitan Life.

After the insured's death the beneficiary sought to recover the proceeds of the policy, citing the rules that a solicitor of insurance is the agent of the insurer and not the agent of the insured, and that the knowledge of the agent is the knowledge of the insurer.

### Howard First Liberty Nat'l Man to Pass All CLU Exams

Robert C. Howard, Oklahoma City general agent of Liberty National Life, is the first representative of the company to pass all C.L.U. examinations. In his 20 years with Liberty National he won every honor possible for a representative of the company to win.



"But, Mama, Winsted has to maintain a cordial relationship with his prospect through close, personal contact!"

## Bankerslifemen Keep in Close Touch with Their Clients

The advantages and responsibilities of close client contact are well known to the typical Bankerslifemen, but we actually don't know of any who has been marked with lipstick like the one in the picture above.

However, right from their first days in their agency offices Bankerslifemen are taught about the opportunities that arise from keeping in close touch with clients and are impressed with the responsibility they have for doing so. They know that as professional career-type underwriters they must make every effort to keep the insurance plans and programs of their clients up-to-date and in accordance with the clients' current situation.

This sense of responsibility toward their clients is just one of the characteristics which make typical Bankerslifemen the kind of life underwriters you like to know as friends, fellow workers or competitors.

**BANKERS** *Life* **COMPANY**  
DES MOINES

## REINSURANCE

LIFE — ACCIDENT — HEALTH — POLIO



**ALLIANCE** *Life* **INSURANCE COMPANY**

Ray E. Button, Reinsurance Director

Chicago

## EDITORIAL COMMENT

### Opposing Philosophies on Agents' Security

Comments on the New Haven talk of Simon D. Weissman, agent of Equitable Society in Boston and National Assn. of Life underwriters trustee, in which he inveighed against the agency system have brought into sharp relief the two opposing schools of thought respecting the life insurance agent's role. One of these is well illustrated in the views of W. G. Preston, manager of Northwestern National at Great Falls, Mont., which are summarized elsewhere in this issue.

Briefly, this philosophy is that the successful agent is an entrepreneur, an independent operator who wants to rise or fall strictly in proportion to his proven abilities. He is willing to take the consequences of failure if he should fail to justify his faith in himself. He doesn't consider his security as anyone's problem but his own.

The opposite view is well stated by a man on the management side of the fence, incidentally, who writes: "No man should be allowed to come into the life insurance business unless he is guaranteed a minimum standard of living and that is the responsibility of the hiring company."

A lot of the vehemence in the viewpoints that have been expressed on both sides following Mr. Weissman's talk has been because each participant premised his argument on his own concept of the agent's status, desires, drives, ideals, and potentialities for self-management. Actually, there is the widest possible range among agents in respect to these qualities. Some are and want to be independent contractors in the fullest possible sense of the term. They are willing to take the consequences—good or bad—that flow from this freedom of action.

At the other extreme are those who need plenty of bossing if they are to amount to anything. Many in this group are actually uneasy unless closely directed. No matter what their agency contracts specify, they are employees in mental outlook. They shrink from the hazards of the entrepreneur's freedom. Between the two extremes are many who share some qualities of each type.

It is pointless to argue which of these two types of men is the better. There are plenty of excellent men in both camps, not only in the life insurance business but in nearly every other walk of life. The big point is that no single system is going to suit both types of agents right down to the ground. The typical entrepreneur agent wants the full reward of his production, with no reduction to provide "security" income

for the agent who must be paid more than he is worth so he can maintain his standard of living. The agent with the well developed security consciousness isn't so much interested in getting the top dollar for his efforts as in being sure of a stable income.

For many years companies catered wholly to the entrepreneurs or to those who thought themselves capable of being entrepreneurs. Admittedly, there were many who overestimated their capabilities in this direction and management cannot escape responsibility for having encouraged them in their ill-founded faith in themselves.

In recent years a number of companies have been assuming more responsibility for the success of the agents they took on—responsibility not only for paying them a living income but for seeing that they did the things that could be expected to make them successful salesmen. Companies generally have become more selective in their recruiting.

Eventually, no doubt, agents will tend to line up with companies that are more or less in accord with their respective temperaments. This reshuffling would take place sooner but for dislike of breaking off long associations, of losing part or all of renewals, or of learning to merchandise the product of a different company.

What confuses the picture for those who are genuinely trying to find an answer for agents who feel they lack security in their jobs is that as long as they are doing well men worry little about security, seeking only the opportunity to get the maximum return from their efforts. When production falls or retirement looms they become security-conscious.

In fact, that is what is going on today. Nearly every agent who now wants more security in his job could have had it in some other line of work but he was attracted to life insurance selling in large measure because it promised him freedom of action and rewards commensurate with his accomplishments. If he thought about security he thought of it as something he would build himself.

He is in the position of a doctor in an institutional job where the pay is steady but not high. The doctor decides to go into private practice, makes a lot more money but in time his practice declines and he wishes he were back on the institution's payroll, with social security, group insurance, pension plan and other security features that he gave

up to become an independent operator.

Even for the agent who never wanted entrepreneur status and would always have placed security uppermost, there is the basic difficulty that a life company can't very well keep on paying a salesman for selling he doesn't do. Acquisition costs have a ceiling.

For the companies operating in New York state this is fixed by law. For others the force of competition keeps it in line. A company can pay an agent for making service calls, for bringing in names of prospects, or for doing various other things that should logically result in sales. All this helps flatten the fluctuations of a strictly sales-commission compensation basis. But unless he sells enough business to keep on the right side of the acquisition cost limit, the company can't pay him for any great length of time, just on the basis of his service work, enough of an income to provide a decent standard of living.

Even under "career" type contracts the agent must sell a respectable amount of business or he doesn't long continue to draw his pay.

Various plans have been worked out to smooth out the peaks and valleys in the agent's income but basically the measure of his worth to his company is the volume of business he sells, assuming of course that quality and persistency are up to par.

The difficulty of trying to place agents on a security basis as regards income is that if a company can spend only X dollars for first-year acquisition cost on a given amount of business it cannot pay the poorer producers more than they earn except by paying the bigger producers less than they earn. This plan would obviously lose a company a good many of its best agents, making it necessary to penalize the remaining top producers still further for the benefit of the weaker agents.

Possibly the morale of these mediocre producers would be so bolstered that they would raise their performance and no longer need to be subsidized and perhaps the top producers would be so

impressed with the humanitarian conduct of their company that they would not desert it for another but there doesn't seem to be any widespread conviction that either of these two results would take place.

Undoubtedly considerably more refinements can be made in agency contracts to assure that the agent will get paid for doing the type of work the company wants him to and will not get paid for doing what it doesn't want done. Nevertheless, it seems apparent that if the better than average agent is to be paid in proportion to his production the poorer producer must also be paid in proportion to his production, unless the better salesman, in effect, subsidizes the poorer one.

In many lines of business this is exactly what happens. The good salesmen get more than the poor ones but unlike the life insurance salesman, the man with 10 times the annual production of his less skilled colleague doesn't get 10 times the income. Possibly the life insurance business is tending in this direction but as long as there continue to be good companies paying strictly in proportion to results and as long as there continue to be agents with the spirit of adventure and faith in their own ability, a company that would try to go very far in the direction of paying its mediocre agents more at the expense of its better agents would put itself in a highly vulnerable competitive position.

The fact that these complications exist is no reason why management should sit back and feel that nothing can be done about making the agent's lot more secure. In fact, management seems to be striving manfully to make things better for the agent, particularly the career agent. But the existence of the conditions we have mentioned indicates why providing security for the agent is not the simple matter that management's critics imply and why the progress that has been made should be regarded as encouraging instead of cause for exasperation at the distance still to be traveled toward perfection.

## PERSONAL SIDE OF THE BUSINESS

**Fred W. Ellerman**, agent for Paul Revere Life and Massachusetts Protective at Decatur, Ill., has been elected commander of the 19th district of the Illinois American Legion.

**Joshua B. Glasser**, general agent for Continental Assurance in Chicago, Mrs. Glasser and their twin daughters Nancy and Ann, recently returned from a five week trip through the Rockies, Grand Tetons, Yellowstone Park, Black Hills and Bad Lands. The twins have just graduated from high school and will enter the University of Wisconsin in the

fall. Mr. Glasser returned in time to qualify for the Ravisloe Country Club's Calcutta field day and won the event with a net 136 for 36 holes.

**H. J. Dodgson**, editor of the "Fraternal Monitor," is ill in a Rochester, N. Y., hospital.

**Clark E. Bell**, retired inspector of agencies of the New York Life, who, as mayor of San Marino, was chairman of the Kathy Fiscus rescue fund committee, has just made final distribution of the \$44,139 fund by paying the reserve portion, totaling \$1,526, to 137 persons

## THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York. PUBLICATION OFFICE, 175 W. Jackson Blvd.,  
EDITORIAL DEPARTMENT: Managing Editor: Robert B. Mitchell. News Editor: F. A. Post.  
Associate Editor: Levering Cartwright. Assistant Editors: Richard J. Thain, John C. BurrIDGE.

LIFE INSURANCE EDITION  
PUBLISHED EVERY FRIDAY  
CHICAGO 4, ILL. Telephone WAbash 2-2704.

OFFICERS: Howard J. BurrIDGE, President. Louis H. Martin, Vice-President and Secretary.  
St., Cincinnati 2, Ohio.

### BRANCH OFFICES IN KEY CITIES

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**CINCINNATI 2, OHIO**—420 E. Fourth St. Tel. Parkway 2140. George C. Roeding, Asso-

ciate Manager; George E. Wohlgemuth, News Editor; Roy Rosenquist, Statistician.

**DALLAS 1, TEXAS**—802 Wilson Bldg., Tel. Prospect 7-1127. William J. O'Malley, Southwestern Manager.

**DES MOINES 12, IOWA**—3333 Grand Ave., Tel. 7-4677. R. J. Chapman, Resident Manager.

**DETROIT 26, MICH.**—532 Lafayette Bldg. Tel. Cherry 2826. A. J. Edwards, Resident Manager.

**KANSAS CITY 6, MO.**—605 Columbia Bank Bldg. Tel. Victor 9157. William J. Gessing, Resident Manager.

**MINNEAPOLIS 2, MINN.**—558 Northwestern Bank Bldg. Tel. Main 5417. R. W. Landstrom, Resident Manager.

**NEW YORK 7, N. Y.**—99 John St. Room 1103. Tel. Beekman 3-3958. Editorial Dept.—Eastern Editor: Kenneth O. Force; Assistant Editor: Donald J. Reap.

**Business Dept.**—Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager.

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**PITTSBURGH 22, PA.**—503 Columbia Bldg. Tel. COurt 2494. Jack Verde Stroup, Resident Manager.

**SAN FRANCISCO 4, CAL.**—507 Flatiron Bldg. Tel. EXbrook 2-3054. F. W. Bland, Pacific Coast Manager.





who participated in the attempt to rescue the little girl from an abandoned well early in the year.

Miss Marylyn Becker, one of the twin daughters of President Charles E. Becker of Franklin Life and Mrs. Becker, will be married Sept. 10 at St. Agnes Church, Springfield, to Charles Baker. Mr. Baker is in the lumber business in Springfield.

Julius M. Eisendrath, agency manager in New York City for Guardian Life, has returned from a seven-week tour of Holland, Belgium, France and Switzerland with his wife. He reports that those countries have made a great economic improvement since he was there last year and that they seem to understand the Marshall plan much better now than they did then.

## DEATHS

Meade A. Powers, 43, Lynchburg, Va., superintendent of Home Beneficial, died in the University of Virginia Hospital at Charlottesville.

Dr. Irvin Abell, Sr., 72, Louisville, died from a heart attack while vacationing in Ontario. He was a director of Commonwealth Life and a past president of the American Medical Assn.

Col. Lawrence C. Crawford, 68, retired army officer and member of the Washington, D. C., Insurance firm Crawford & Thren, died from a heart attack. He was a chartered life underwriter.

## John A. Stevenson Dies at Age 63

(CONTINUED FROM PAGE 1)

University of Wisconsin and his Ph.D. at University of Illinois. He served on the faculties of both the latter universities, where his progressive educational methods attracted national attention. He was invited by the Carnegie Institute of Technology to become director of the first school of life insurance salesmanship in a higher institution of learning.

The success of this school, where he pioneered in providing adequate training for life insurance agents, led to his association with Equitable Society, where he served as 2nd vice-president in charge of its training program.

The opportunity to put into operation in an agency of his own the methods and principles gained from his long experience as a life insurance educator came in 1928 when he was appointed general agent of one of the country's largest sales organizations, the Penn Mutual home office agency.

When Mr. Stevenson took over its management, it became the John A. Stevenson agency and under his direction production increased rapidly to a maximum of \$36 million a year. As a personal producer he was extremely successful, his volume in one year having been \$3 million.

In the spring of 1931, Mr. Stevenson was elected vice-president in charge of the Penn Mutual agency organization, retaining his managership of the John

A. Stevenson agency. In 1936 he was elected executive vice-president, at which time he relinquished direct control of the John A. Stevenson agency. During the three years of his service as executive vice-president, Mr. Stevenson had intimate contact with every department of the home office and with every feature of the company's varied business relationships. In 1938, he was elected a trustee. At the Jan. 11, 1939 meeting of the company's board Mr. Stevenson was elected the ninth president of Penn Mutual, succeeding William H. Kingsley.

During the 10 years of Mr. Stevenson's presidency of Penn Mutual, the company initiated a number of outstanding "firsts" in the life insurance business, including the over-all security plan for agents, the first annual report in movie form, and the first nationwide meetings of policyholders.

### Institute of Life Insurance Chairman

Mr. Stevenson served as chairman of the Institute of Life Insurance, as secretary and a trustee of the American College and was a director of the Insurance Federation of Pennsylvania. He was a founder and president of the American Management Assn. He was on the board of Bell Telephone Co. of Pennsylvania, the Pullman Co., the Home (fire) Insurance Co., Fire Association of Philadelphia, Avco Manufacturing Corp., A.C.F.-Brill Motors Co., and was on the board of managers of the Girard Trust Co. of Philadelphia.

His most recent contribution was made when he served as chairman of the important policy committee for the study of federal personnel of the Hoover commission on reorganization of the executive branch of the government. The committee headed by Mr. Stevenson recommended adequate com-

pensation for capable civil servants, early decentralization of the federal personnel structure, and a sound procurement system.

He won many other honors in appreciation of his public spirit and was the first civilian to receive the Philadelphia medal of merit and citation. During the recent war, he was virtually drafted as one of six members of the navy manpower survey board. In recognition of his work, he was given the distinguished civilian service award, the navy's highest honor for civilians.

### Marsh & McLennan Moves Richardson to Detroit

Robert A. Richardson has been transferred from Marsh & McLennan's Chicago office to assume jurisdiction of the actuarial and employee retirement plan department in the Detroit office.

After obtaining his B.A. degree from Miami University, Mr. Richardson joined Lincoln National Life, in its actuarial department. Later he completed his actuarial studies at the University of Michigan and joined Marsh & McLennan's actuarial department in Chicago. He is a member of the Society of Actuaries.

### Chicago C.L.U. and Life Assn. to Hold Joint Meet

The Chicago C.L.U. will have a joint luncheon meeting with the Chicago Life Underwriters Assn. Sept. 23.

Howard E. Clarke, retired Metropolitan Life agent, will speak on "The Value of Education in Life Insurance." "Sales Hits from the Million Dollar Round Table" will be presented by John O. Todd, Northwestern Mutual; Paul W. Cook, Mutual Benefit Life and Walter N. Hiller, Penn Mutual, all of Chicago. Presiding jointly will be Harry R. Schultz, Mutual Life, president of the Chicago association, and Doren E. Trum, Metropolitan Life, president of the Chicago C.L.U.

## Air View of John Hancock's New Building



Unusual air view of the new John Hancock home office building shows the drive-in banking facilities of the First National Bank, which occupies the first floor of the area to the right of the lobby. At the formal opening of the banking quarters the first deposit was made by President Paul F. Clark of John Hancock. One of the six bas relief murals shows John Hancock as governor of Massachusetts in 1784, signing the charter of the Massachusetts Bank, predecessor of First National.

## we don't throw back the little ones

Big or little, all Life cases get the same thorough, personal follow-up at Prudential's DOWNTOWN AGENCY.

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## LIFE AGENCY CHANGES

### Ohio National Promotes Dornbirer to Training Post; Fogle Succeeds Him

Ohio National has appointed B. W. Dornbirer director of training in Ohio and Virgil M. Fogle to succeed Mr. Dornbirer as general agent at Newark, O. Mr. Dornbirer will operate from the division office in Sandusky, O. He at-



B. W. Dornbirer



V. M. Fogle

tended Capital University, Bowling Green University, and Ohio State University. He entered life insurance with Midland Mutual after 10 years of teaching business education at Monroe, Rio Grande, and Newark, and has represented Ohio National 1½ years.

Mr. Fogle graduated from Ohio State University and from Franklin University, where he received his law degree. He entered life insurance as an agent for New York Life in 1945 after service in the navy.

### Franklin Appoints Cadwell

W. E. Cadwell has been appointed general agent and field supervisor at Ft. Dodge, Ia., for Franklin Life. During his first 90 days with the company he personally produced over \$6,000 in premiums.

Mr. Cadwell was for 23 years with Equitable of Iowa as general agent and is a past president of the Fort Dodge Life Underwriters Assn.

### Lahey Brokerage Supervisor

Joseph E. Lahey has been appointed brokerage supervisor of the James F. Ramsey agency of Connecticut Mutual Life in Chicago, effective Sept. 6. Mr. Lahey, who has been an agent of Lafayette Life in South Bend since leaving the navy in 1946, succeeds Roy Janson, who recently became manager

of a new agency of Guardian Life in Chicago.

Mr. Lahey is a graduate of the Purdue course and in his second full year was his company's eighth highest producer. He was a member of the Appa-Week Club for 1½ years and is a director of the South Bend Junior Chamber of Commerce. He graduated from University of Michigan in 1943.

### R. W. Powers to Head New Connecticut General Office.

Connecticut General Life has opened a new office in St. Louis with Robert W. Powers as manager and Kenneth H. Curle as assistant manager.

Mr. Powers graduated from University of North Carolina. In 1946 he joined the Philadelphia agency. He was transferred to the home office agency and for the last two years has been engaged in training the field organization in estate analysis. He is a marine corps veteran.

Mr. Curle attended University of Minnesota. He joined the Minneapolis agency in 1945 and for the last two years has been assistant manager.

### Metropolitan Life Puts Stein in Chicago Post

Harold Stein has been appointed manager of Metropolitan's Hardin square district in Chicago. He was educated at Armour Institute of Technology, Crane College and University of California. He joined Metropolitan in 1931 in Chicago, becoming an assistant manager there in 1947. He is a navy veteran.

### Joins Ky. Home Mutual

Ralph W. Mitchell has been named general agent at Kokomo, Ind., for Kentucky Home Mutual Life. He had been with Metropolitan Life since 1937.

### Phila. Life Names Lillard

The Lillard insurance agency headed by Ralph W. Lillard, has been named general agent for Philadelphia Life in Columbia, S. C.

### Travelers Names Field Assistants

Travelers has appointed as field assistants Robert L. Murphy and William D. Menefee, at Boston and Dallas, respectively.

## AMONG COMPANY MEN

### Conn. Mutual Ups Dodd, Rollins

Connecticut Mutual has elected Thomas K. Dodd vice-president, underwriting, and Dr. Henry B. Rollins, vice-president and medical director.

Mr. Dodd is a graduate of Yale and a member of Phi Beta Kappa. He joined



Dr. H. B. Rollins



T. K. Dodd

Connecticut Mutual in 1920 as a member of the actuarial department. He was transferred to the underwriting department in 1925 and in 1929 was named supervisor of applications. He became underwriting secretary in 1946 and second vice-president, underwriting, in 1947. He is a fellow of the Actuarial Society and past secretary of Home Office Life Underwriters Assn.

Dr. Rollins is a graduate of Dartmouth and Yale medical school. He joined Connecticut Mutual in 1928 as assistant medical director, became associate in 1931 and medical director in 1943.

### Welch, Bollinger, Chapman Promoted by Conn. General

Connecticut General Life has appointed William H. Welch, Jr., as assistant district group manager at Chicago; Willard G. Bollinger, assistant district group manager at Kansas City, and John D. Chapman, group manager at Norfolk.

Mr. Welch, a graduate of Yale, joined the company in 1940. He served in the army and has been in the company's group sales organization at Kansas City.

Mr. Bollinger, a graduate of Albright College, has been a group agent in Kansas City since 1947. He is an army veteran.

Mr. Chapman graduated from Yale,

served in the marine corps. He has been a group agent at Indianapolis and Newark since 1947.

### Gatts Named Asst. General Manager of Prudential Group Sales Department

Prudential has appointed Joseph B. Gatts as assistant general sales manager in the group department. He has been for the past year associate regional sales manager at Cincinnati. He will help supervise development and sale of group coverages in all parts of the country except the far west.

Eighteen of Mr. Gatts' 19 years with Prudential have been in sales and administrative posts in its group department. He has served as group service representative and group sales representative. Immediately prior to becoming associate manager at Cincinnati he was district sales manager at Pittsburgh and at Atlanta.

### N. W. Mutual Treasurer Retires; Scholl Advanced

Joseph E. Birkhaeuser, treasurer of Northwestern Mutual Life, will retire Sept. 3 on his 70th birthday after 55 years with the company. Elmer G.



J. E. Birkhaeuser



Elmer G. Scholl

Scholl, assistant treasurer, has been promoted to succeed Mr. Birkhaeuser, but with the title of cashier, which has been reinstated for that position.

Mr. Birkhaeuser joined Northwestern Mutual in the home office agency department in 1894. He was transferred to the cashier's department in 1898, and became assistant cashier in 1912. The title was changed to assistant treasurer in 1933. He was appointed treasurer in 1938 on the retirement of William P. Behling.

Mr. Scholl started with Northwestern Mutual in 1906 at the age of 17. His entire career of 43 years has been in the cashier's and treasurer's department.

### Noback Assistant Actuary of Northwestern Mutual

Joseph C. Noback has been appointed assistant actuary of Northwestern Mutual Life. Born in New York City, Mr. Noback started school in Bogota, Colombia, where his father was doing research work in tropical diseases. He returned to the United States and he was graduated from Cornell at age 20, majoring in mathematics.

After graduation, Mr. Noback entered the actuarial department of Metropolitan Life and worked in the industrial and group divisions. During the war he was a civilian employee of the War Department, returning to Metropolitan in 1945. Mr. Noback became a fellow of Society of Actuaries in 1947, and joined the actuarial department of Northwestern Mutual in 1948.



J. C. Noback

## North American Reassurance Company

J. Howard Oden, President

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New York 17, N. Y.

LIFE REINSURANCE EXCLUSIVELY



## ACCIDENT AND HEALTH

### Provident L.&A. Issues Guide to Its A. & H. Policy Forms

Provident Life & Accident has put out a handy, compact guide to all its commercial accident and sickness policies—including auto accident and hospital-surgical forms.

This time-saving tool, called the "Ready Reference Outline," is printed as an eight-page, four panel, accordion folder, reducing to a size easy to carry in the pocket or brief case. It is particularly timely, as Provident has just completed revision of its entire commercial line. There are no real changes in rates. New sales circulars for each type of coverage were sent out when the new policy forms were announced. All the company's advertising material is designed to furnish a smooth straight-line track for the agent's sales story—leading into the application form which is a part of each circular.

The Ready Reference Outline also contains a summary of the optional extra benefits with each policy. A wide range of hospital, surgical, medical care and blanket expense riders is presented in convenient, descriptive form. There is in addition a list of more than 100 of the more frequently encountered occupations, classified A through G.

### B.C. Compulsory Scheme Is Facing Heavy Deficit

VICTORIA, B. C.—In its first year of operation, British Columbia's hospital insurance scheme is going to show a substantial deficit and Provincial authorities agree that steps will have to be taken immediately to close the wide gap between intake and outgo.

The plan which went into effect is compulsory and theoretically everyone in the province must pay the premiums outlined. It is admitted, however, that many have not taken the law seriously and have not paid anything at all.

No way has been found as yet of keeping track of those who change jobs. A number of employers have not adopted the payroll deduction plan. Even more important is the terrific increase recently in hospital costs. There is a wide spread between hospital charges when government rates were established and those today. This has upset calculations originally used to fix premiums, which run to \$30 per family, with unmarried persons paying \$15.

### Sales Congresses for Northern Ohio Planned

Ohio Assn. of A. & H. Underwriters will hold a series of sales congresses in northern Ohio this fall. The schedule is as follows: Toledo, Oct. 10; Akron, Oct. 11; Canton, Oct. 12, and Youngstown, Oct. 13.

Speakers will include Charles B. Stumpf, newly elected president of International Assn. of A. & H. Underwriters, Carl A. Ernst, treasurer of International association; J. E. Harri-man, general agent of Illinois Bankers Life at Youngstown; John E. North, of Loyal Protective Life, Cleveland, and Charles V. Pugh, Loyal Protective, Columbus, president of the Ohio Association.

Another series of congresses will be put on by the Ohio association later in the fall at Columbus, Dayton, and Cincinnati with a different panel of speakers.

### Elect at San Francisco

San Francisco A. & H. Underwriters Assn. has elected Edward F. Jones, United Benefit Life, as its new president. Vice-president is Dave Kramer, Westland Life, and secretary, Louis Hirschorn, World.

Harvey D. Quigley, Mutual Benefit H. & A., retiring president, becomes chairman of the executive committee.

Other members of that committee are Moody Lyttle, Security Life & Accident, Oakland; Betty Fitzsimmons, Loyalty group; Harry E. Harker, Mutual Benefit H. & A., Oakland, and John Baine, intermediate department Continental Casualty.

### To Study UCD Laws

Gov. Lausche of Ohio has named three citizens to serve on the commission to study disability unemployment insurance. The senate and house each named three members, as previously announced. The governor's selections are Dr. E. L. Bowers, chairman of the economic department of Ohio State University, and chairman of the advisory council of the unemployment compensation bureau; J. V. Aug, president Hamilton County Democratic Veterans Clubs, and Herbert L. Lannert, director of industrial relations of Crowell-Collier Publishing Co., Springfield.

### Follmann Slated Sept. 13

J. F. Follmann, Jr., manager of Bureau of A. & H. Underwriters, will address the dinner meeting of A. & H. Club of New York Sept. 13. He will discuss the work that his bureau performs and will go into the problems of writing statutory disability insurance.

## ASSOCIATIONS

### N. C. Commissioner Speaks

Commissioner Cheek, who was introduced by L. T. New, vice-president of Imperial Life, addressed Asheville Assn. of Life Underwriters on "Securing Cooperation of Insurance Companies, Agents and Departments." He urged association members to work together to maintain high standards in the insurance business.

Wofford Humphries, chief deputy commissioner, spoke on insurance laws affecting agents and assisted the commissioner in conducting a round-table discussion. About 60 members attended.

Quincy, Ill.—Speaker Sept. 8 will be R. W. Osler, editor of life publications of the Rough Notes Co. He will speak on "Democracy's First Line of Defense."

St. Petersburg—R. J. Martin, South Florida division manager for Life of Georgia, spoke on "Persistence."

Brunswick, Ga.—Lee Ballard, Connecticut Mutual Life, Augusta, spoke. He is a million-dollar producer.

Gainesville, Fla.—Amendments to the social security act now before Congress were outlined by Cary Williams, local social, security administrator.

Russell Roberts was elected vice-president, replacing Stan Smith.

San Francisco.—First of the L.U.T.C. courses to be given in San Francisco will start in October. Instructors are Aubrey F. Lee, New England Mutual, and Fred B. Moore, Massachusetts Mutual. Classes will be held at the Golden Gate College school of management.

Paris, Ky.—Attis Crow, associate manager of New York Life at Lexington, was the speaker.

Erle, Pa.—The annual picnic was held at Sunset Inn. George Stark was general chairman.

### Royston to Join A.I.U.

John P. Royston, who has spent three years in Japan helping reorganize insurance companies, is visiting in this country. He has completed his work as a civilian employee of the Japanese government, and has resigned from Gen. MacArthur's staff. He will return to Japan to assume an executive position in the Tokyo office of American International Underwriters.

Mr. Royston has spent 23 years in the insurance business. He was formerly general manager of the savings bank life insurance fund at Hartford and director of research for the Connecticut insurance department.

A

Cliff McMillen

Concept

A large fish on the end of anyone's line is almost always unpredictable; but not as unpredictable as the fisherman himself.

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No. 33 of a series — No. 32 appeared last week

## SIGNIFICANT FACTS

### The INDIANAPOLIS LIFE INSURANCE COMPANY

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exceed \$58,000,000

THREE FIELDMEN—  
are LIFE and QUALIFYING members of the Million Dollar Round Table.

TWENTY-FOUR—  
were winners of the 1949 National Quality Award

Among C.L.U., members and candidates; in L.U.T.C., classes; in Underwriter Association activities, INDIANAPOLIS LIFE men are among the leaders in many areas.

A definitized practical program of Company training and retraining; excellent Company schools in Basic and Programming, and for General Agents, keep the Company's men abreast of new developments. An unusually effective Rate Book giving instant answers for briefs and programming, and modern policies and sales tools aid Fieldmen in their work.

Lifetime Service Fees and a Pension provide added security.

### INDIANAPOLIS LIFE INSURANCE COMPANY INDIANAPOLIS, INDIANA

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Albert H. Kahler,  
President and Director of Agencies

Walter H. Huehl,  
Executive Vice President and Actuary

## NEWS OF LIFE COMPANIES

### Columbian Nat'l Creates Producers' Advisory Board

A four-month campaign conducted by Columbian National has resulted in the establishment of a producers' advisory board.

Two divisions were created, east and west. Five men will be taken from each division to form the advisory board on a basis of highest percentage over quota, after minimum volume and lives requirement has been met. Winners were H. A. Shearer, Boston; J. U. Posner, Long Island, N. Y.; L. O. de Rongé, Hartford; W. D. Wilbanks, Tulsa; L. E. Mitchell, Tulsa; Alfeo De Luca, Newark; W. T. Rudman, Rochester, N. Y.; J. R. Freeman, Jr., Salt Lake City; J. A. Redel, St. Louis; John B. Hewitt, Wichita.

The board will meet with home office agency men at French Lick Springs, Ind., Sept. 28-30.

### Present Television Cup to Pacific Mutual Life

Pacific Mutual's entire home office staff met in the home office auditorium Aug. 25 to witness presentation of a gold cup from "Television Magazine" won in connection with the company's television commercials. The cup is inscribed, "For originality in the use of television."

### Seeks to Buy Two Companies

ST. LOUIS—Superintendent Jackson of Missouri has called a public hearing for Sept. 6 at the offices of Commonwealth L. & A. on a proposed reinsurance or purchase contract under which Commonwealth would take over the business of Justice Ins. Co., a local mu-

tual aid association, and Justice Mutual Life. Each is a comparatively small Texas organization.

### Washington National Again Names Sept. 'Ramey Month'

Washington National has designated September as "Ramey Month." The month's commercial A. & H. production will be dedicated in honor of James F. Ramey, executive vice-president and secretary.

For several years September has been set aside to honor Mr. Ramey. Last year's Ramey month production set a record which the field force is out to beat this year.

Mr. Ramey recently returned from a fishing trip in Ontario.

### J. S. Cook Heads Companion Life's Underwriting Dep't

John S. Cook, who was with the underwriting department of Bankers National, has been named to head the underwriting, application, and policy issuance departments of Companion Life, New York affiliate of United Benefit Life and Mutual Benefit H. & A. He had been with Bankers National for 20 years, interrupted by two years of war service.

New York Life has bought from Savannah Electric & Power Co. \$2½ million 3½% debentures, due 1969.

Donald W. Anderson has been promoted in Prudential's mortgage and real estate branch in San Francisco. He joined Prudential's San Francisco office in 1947 at a mortgage loan inspector.

### "Be a '49-er" Slogan for Ohio State Life Campaign

At meetings of the various agencies of Ohio State Life, Aug. 29, plans were announced for the annual president's campaign in honor of Claris Adams.

The campaign, which will have as its slogan "Be a '49-er," will extend from Sept. 1 to Oct. 31. In keeping with the '49er slogan, the divisions into which the agency force has been assigned have been designated as "Pick and Shovel," "Stake Your Claim," "Pan for Gold" and "Pay Dirt."

Winners in the campaign, both agencies and individual producers, will be given suitable awards. The agency exceeding its quota by the largest percentage will be presented the President's Trophy. In 1947 the trophy was won by the Michigan agency and in 1948 by the Marion, O. agency. It becomes the permanent possession of the agency winning it three times in succession. Two such trophies have been won by the Cleveland agency, of which Carl Adams is manager.

The trophy in the present campaign will be formally presented at the agency convention at Columbus in January.

### John C. Maginnis Forms Alliance with Sterling

Ray Lonnon, president of Sterling Illinois Agency, Inc., announces the addition to his organization of John C. Maginnis, who has purchased the local Ray Lonnon agency as well as a substantial interest in Sterling Illinois Agency, Inc., which represents Sterling of Chicago in Illinois.

Mr. Maginnis' father was founder and president of Eureka-Maryland Assurance. He started in the business in 1927 as an agent and successfully operated agencies in different territories. He became superintendent of agencies of Eureka-Maryland. He served in the army and emerged as a lieutenant colonel. Then he went to Chicago as agency supervisor for North American Accident.

The Ray Lonnon agency which Mr. Maginnis takes over was Sterling's first general agency under its new agency plan of operations.

With Sterling Illinois agency Mr. Lonnon plans to develop life business aggressively. Mr. Maginnis will be in sole charge of the life division and will increase the field force.

Walter Stoessel, Jr., second secretary of the U. S. embassy at Moscow, who is visiting his parents, Walter Stoessel, general agent of National Life of Ver-

mont at Los Angeles, and Mrs. Stoessel, spoke before a luncheon of a few friends and National Life men concerning his two years' residence in Moscow.

### Statistical Data Given on National Service Life Fund

WASHINGTON — Statistical data for 1949 concerning the National Service life fund have been furnished Rep. Keefe by Barth Bartelt, fiscal assistant secretary of the Treasury.

As of July 29, 1949, premiums and other receipts were \$27,660,000, transfers from the Treasury general fund were \$4,708,000, totaling \$32,368,000.

On this date expenditures, including benefits, refunds, etc., were \$28,695,000, investments were \$5 million; totaling \$33,695,000.

Exclusive of purchases and sales of investments, cumulative total receipts through June 30, 1949, were \$8,682,000, benefit payments and refunds, \$1,377,000,000 leaving a balance of \$7,305,000,000.

Assets held by the Treasury Department on June 30, 1949 included total investments (Treasury notes) \$7,287,000,000; unexpended balance, to credit of disbursing officers, \$17,356,000; total net assets, \$7,305,000,000.

### Controllers Meet at S.F.

Dr. Henry B. Kirkland, associate medical director of Prudential, will speak on "The Dynamic Controller's Health and the Atomic Age" at the annual meeting of Controllers Institute of America, at San Francisco Sept. 25-28.

J. H. Eteson, controller of State Mutual Life, will preside at a special conference of insurance company controllers. He will be aided by R. E. Ecke, treasurer of the Farmers group of Los Angeles.

Ralph C. Wamser, treasurer of Cosgrove & Co., president of the Institute of San Francisco Control, is serving on the executive committee and will welcome the controllers at the opening session.

Wagner D'Alessio, treasurer of California Casualty Indemnity Exchange, San Francisco, is chairman of the arrangements committee.

### Wins "60 Club" Watch

James R. Wingate, Wellington, Kan., who has been with Franklin Life only nine months, has already qualified for Franklin's "60 Club" by obtaining 60 applications in 60 consecutive days. Mr. Wingate turned in 73 applications for \$179,250 in paid business. The reward is a 21-jewel watch.

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## Actuary Scores National Health Plan As Insuring Too Many "Certainties"

Much of the proposed legislation for a national health insurance program goes far beyond insurance, Charles A. Siegfried, assistant actuary Metropolitan Life, declared at a meeting of the Dental Manufacturers of America. "We seem to see a limit beyond which there seems to be no practical advantage in the insurance mechanism," he said. "It is likely that it will be costly and uneconomic to provide benefits against those occurrences of life which are not risks but are almost certainties," he continued.

A sound insurance plan, he stated, should have three characteristics: The contingency insured against should be capable of being clearly defined; the occurrence of the contingency should be to the maximum extent practicable, be beyond the control of the insured; and the contingency insured against should be one which occurs relatively infrequently from the standpoint of the person insured.

Proposals purporting to provide insurance against costs of medical and dental care might well be tested by these characteristics. Several problems are created. First there is no limit or boundary on the risk such as exists if one insures his life for a specified amount or his home against loss by fire up to specified amount. To insure against the costs of medical and dental care would mean insuring against costs ranging from nothing or a few dollars to sums of very substantial proportions unless a limit is established by which the type and volume of service is clearly limited. The absence of such limits leads to the wide divergence of views as to the cost of these broad programs. This leaves the sponsors of these programs in a dilemma. If a dollar limit is placed on the services to be provided the amount will either exclude much service which they like to suggest would be covered. If they set the figure at a high enough level to include the volume of services that might be required for the more serious conditions, the potential total cost may be a staggering amount.

### Insured Has Too Much Control

The second problem is that the type and quantity of medical service utilized by an "insured" person is to a considerable degree within the control of the individual. The service required is not only one of individual temperament but is also affected by the views, feelings, judgments and perhaps the self-interest of those who furnish the medical services.

Further problems are encountered, he said. Normally, large numbers of people will incur some expense on account of sickness or minor accidents or dental conditions in the course of a year. Such costs are relatively small and can be paid without any appreciable hardship. They are foreseeable and are of the same type as the cost incurred for a new tire for the family car, a repair job on the roof of the home, etc. Hardly anyone would regard such costs as unexpected, nor would they generally be regarded as requiring insurance. Yet, these costs constitute a very large part of the total expenditures for medical and dental care. In some respects the problem of providing insurance against the occurrence of these conditions is similar to and makes as little sense as

insurance against the cost of food or clothing.

Some attention should be given to the matter of discovering where the line might be drawn between those conditions which are almost certain to occur and for which provision can better be made on an individual basis, and those conditions which involve serious hardship which probably could be alleviated by the use of some form of risk-spreading device, Mr. Siegfried said. It does seem that some persons have intended to think in terms of insuring an area which involves expenditures that can be more effectively dealt with by individual budgeting. It is questionable whether it is either sound or wise to incur large additional costs to provide insurance against such costs merely because individuals have not recognized their responsibilities in this area due, perhaps, partly because of certain deficiencies and errors in the way the public has been educated in this regard.

## DENTAL CARE

He pointed out that with respect to general conditions there is some doubt as to whether there is any area where dental costs cannot be adequately dealt with satisfactorily by a budgeting approach rather than by insurance. The large costs of some dental work are frequently the result of neglect of conditions that could have been dealt with simply and inexpensively. If this is so, they, too, cannot be classed as unforeseeable risks that can properly be insured. There is existing today a large amount of dental work waiting to be done, the cost of much of it would no doubt be considered burdensome by the individual directly concerned. However, this is not a cost which could be insured. It is a contingency that has already occurred. There are cases, however, he said, where through accident or disease a major dental operation is involved which develops rather suddenly and where the cost of dealing with it effectively would be a serious burden. In such an area, he said, there may be a field for insurance, although there are some difficult hurdles in the way.

### Insurance Can Be Helpful

The cost of medical service does pose many problems and inflicts severe burdens, he said, and insurance can help greatly in solving many of these financial difficulties. However, he stated, insurance is not a financial cure-all in this field, especially if attempts are made to utilize insurance in areas for which it is not adaptable.

He differed with the view that health can be bought. Admitting that in many respects there is a correlation between what is spent for health activities, assuming it is well spent, and the sickness and death record experience, Mr. Siegfried said, that health depends on a very great variety of factors and it is by no means certain that increasing expenditures on medical facilities and treatments is the most important element in any long-range program aimed at improving the nation's health. Much of the improvement in health in recent decades is due in considerable measure to improvements in the general standard of living.

## Insurers Can't Fill Equity Finance Need, Says Schram

NEW YORK—Permitting life companies to increase their investment in common stocks would not solve the serious problem of raising equity capital in the United States, according to Emil Schram, president of the New York Stock Exchange.

Mr. Schram hastened to point out that he is not crusading against the life companies and he indicated he was not disposed to get into a discussion of the pros and cons of life company investment policy. He was simply reaffirming his previously expressed conviction that that soundest way to finance business and industry is through direct investment by individuals, and to enable them to do this the double taxation of common stock dividends should be eliminated.

### Would Buy Only Blue Chips

If life companies were authorized to put more policyholders' money into common stocks, the tendency of their man-

agement would be to purchase the stocks of the largest and strongest enterprises. Because of their fiduciary position that is the course they should pursue. However, it is the smaller ventures that need an easier equity capital market.

Also, he commented, dividends on common stock owned by life companies would not be subjected to the double taxation the individual stockholder suffers. The elimination of this latter penalty is what he is seeking for the regular stockholder, to enable him to get into the market.

Of course, he said, he could see problems involved in life company ownership of equity issues—when a company owns stocks it owns the business, and how is the management to manage manage it then. There are exceptions to his belief that life companies perhaps do not properly belong in the common stock field, such as utilities, where the earnings are fixed and the industry is subject to other governmental regulations.

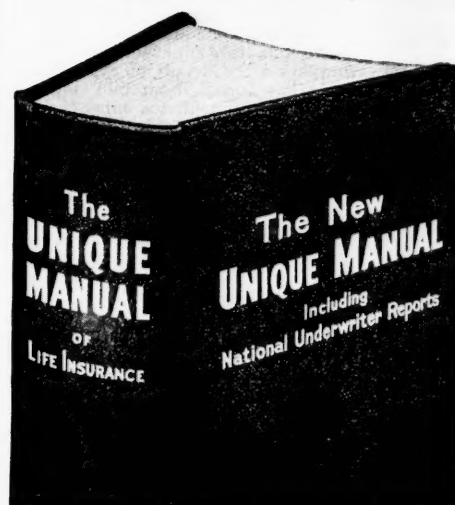
Aubrey Smith has been named regional manager at Gary for Pioneer Life.

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# Sales Ideas and Suggestions

## Mortgage Redemption Cover Is Foot in Door for Any Type of Producer

A form of insurance that is easy to sell yet far from generally sold, and which is a topflight door-opener because of its many by-products for both life producers and general insurance producers, is mortgage redemption life insurance. Men like John J. Battaile, Jr., the leading producer of the Ferrel M. Bean general agency of John Hancock Mutual Life in Chicago, have realized a large volume from the sale of policies designed to retire real estate mortgages at the death of the family head.

Mr. Battaile has found that the vast proportion of such risks is not covered in spite of the fact that life insurance salesmen have been soliciting such business for some years. He has discovered that mortgage life insurance is a great help to the general insurance

producer, who would like to sell life insurance, but hesitates to discuss such personal matters with his clients for fear that it may have some effect on his general business. Mr. Battaile has found that men will talk over life insurance for business purposes, however, who will not discuss it for their personal use and, of course, a real estate mortgage is a business proposition in which the lender, much as he may dislike foreclosing, cannot afford to permit more than a reasonable time for the property owner to make good his agreement.

Mr. Battaile has had the satisfaction of seeing widows freed from the burden of a mortgage on the home by the precise amount of cash to pay it off afforded by the coverage.

### Realtors, Contractors Sources

According to Mr. Battaile, contractors and real estate men are excellent sources of prospects for mortgage insurance. They know who is building or planning to build a home. They help do the financing on such construction so they know the details of the mortgages.

He has found it an odd, but happy fact for the insurance men that most real estate men, though they also handle mortgages and insurance, have not combined the two ideas and placed much mortgage redemption life insurance. Mr. Battaile has found in the Chicago area that, though most of the realtors are also licensed insurance brokers and could sell the mortgage insurance themselves, many of them he approaches prefer to spend time with him soliciting such business. When the real estate market is very active, few realtors have time to solicit life insurance but they can easily be shown the importance of having the borrowers protect their families against the loss of the home.

Mr. Battaile feels that brokers are in a superior position to do such a business for they have an intimate knowledge of their client's affairs. Any broker can sit down and prepare a large list of clients having uninsured mortgages with the amount and term of the mortgage. However, he has found that cold canvass for this business works well. In the pre-approach he tries to secure the man's age, amount of mortgage, interest rate and term of mortgage. If the man is reluctant to give him these details, he passes on to another call, for there are so many of these prospects today that it is not worthwhile to waste time arguing. He tries to find out something about the man before the first call, as clients are usually more easily interested when the producer knows something about them.

In his sales interview, Mr. Battaile explains that the mortgage redemption policy is tailor-made to fit the mortgage and that it is the most economical plan in existence for covering a mortgage as there is no waste insurance. It starts out in the amount of the mortgage and reduces as payments are made, so that it constantly keeps step. This is made possible by the fact that it is reducing term insurance.

### Purchased at Any Point

Mr. Battaile points out that life insurance protection may be purchased at any point in the term of the mortgage, so that every mortgage represents a potential insurance sale. However, the most effective argument or appeal can be used at the start of the mortgage and is most readily done in cooperation with real estate men.

Mr. Battaile has found that at the time of making the mortgage, when the man is thinking about interest rates, he

can be most readily attracted to obtaining an insured mortgage merely by adding 1% or 1½% to the interest on the mortgage. If he is getting a 4½% mortgage, he figures that the insured mortgage will be only 6% and that this is not so bad.

Mr. Battaile notes that perhaps the outstanding feature of the sale of mortgage redemption life is the additional coverage that can be sold through this "in." It has led him to writing personal life insurance and even business life insurance. The general insurance man can inquire if residence burglary insurance, liability and other coverages are carried.

## Bond Maturities Will Create Many Prospects

In addition to dividends on National Service life insurance, which will place some \$2.8 billion in the pockets of veterans, there is a steadily increasing flow of money being returned to the public in the form of government bond surrenders and maturities which will make the recipients prospects for new or more insurance. About \$823 million in bonds matures this year. Owners of the bonds who do not present them for payment at maturity lose income as they pay no interest after that date.

The amounts of savings bonds maturing through 1960 in millions are:

Maturity	C, D & E Series	F & G Series	All Series
1949	\$ 823	.....	\$ 823
1950	995	.....	995
1951	1,554	.....	1,554
1952	4,091	.....	4,091
1953	5,907	\$ 1,297	7,204
1954	6,727	2,613	9,340
1955	5,390	2,729	8,119
1956	2,826	3,138	5,964
1957	3,075	2,780	5,855
1958	2,871	2,734	5,605
1959	.....	2,460	2,460
1960	.....	2,703	2,703
	\$34,441	\$20,454	\$54,896

## Greater Market and Need

Stating that the market for life insurance today is greater than ever before, Clarence Smith, Chicago, told the Northwestern Mutual Assn. of Agents at Milwaukee that high taxes and living costs, contrasted with low interest rates, make life insurance the only means by which most men can provide for their dependents after death, or for themselves when earned income stops.

He said that the huge national debt, creating almost a 50% mortgage on the physical wealth of the nation, has highlighted the real wealth of the country—human life value of the people who earned in 1948 an amount equal to the national debt.

Mr. Smith emphasized the importance of selecting prospects carefully, picking those who need life insurance and those who can pay for it. In this respect he advocated having too many things to do, too many prospects to see, so that selectivity would be a necessity.

He pointed out the value of pre-closing sales strategy and a close analysis of failures, but most of all the importance of confidence. That, he stressed, will make men respond, even though

conditions in general seem unsettled. Confidence plus intelligent selling plans, said Mr. Smith, will conquer unfavorable economic conditions, adding that the life seller's main obstacle is fear.

## Occupational Ratings Can Be Used as Sales Aids

Occupational ratings have been turned into scores of good sales leads by many agents of Prudential. When, because of some modification of the client's occupational background, the agent is able to remove a rating from the policyholder's contract, he renders a real service to the man. The client will tell his friends about it—and incidentally, about the agent.

These ratings can be used as an excellent aid in selling a policy. When the agent is trying to place a rated policy, he has an opportunity to impress the applicant with his need for the policy. Underwriting rules are based on reason and when you show a man that he runs a greater risk in his job, he won't be so difficult to sell, many agents have found.

## "Friend in the Business"

Lambert Huppeler, general agent of New England Mutual in New York City, has a jocular answer to the objection, "I can't buy it from you. I have a friend in the business." The answer is: "That's fine. Buy it from me and you'll have two friends in the business."

## No Group Plan Provisions

Atty.-Gen. Funk of Kentucky has given an opinion that the 1948 legislative act makes no provision for the establishment of a group life plan for public employees. He said that neither cities nor counties have such authority, but added that the legislative body of any city or county may form its employees into a group or groups to obtain advantages of a group plan of insurance.

## Zone 4 Meeting Set

A meeting of zone 4 of National Assn. of Insurance Commissioners has been scheduled for Oct. 6-8 at the Hotel Schroeder, Milwaukee.

## Mass. Study Confined

The Massachusetts legislature has limited the proposed recess study of its insurance committee to four specific subjects, instead of authorizing the committee to consider revision of the entire insurance code. The study is limited to the subjects of life insurance policy loans, group insurance, uniform unauthorized insurance act and changes in annual statement requirements.

## Reprint "Fortune to Share"

World Publishing Co. has reprinted the best-seller, "A Fortune to Share," by Vash Young, Equitable Society, New York City. It may be ordered from the National Underwriter Co. at \$1.

## WANTED — SENIOR UNDERWRITER

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The starting salary will be commensurate with ability and experience.

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General Agent



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# Roster of Million Dollar Round Table Is Presented

(CONTINUED FROM PAGE 3)

P. F. (2) John Hancock, Boston; Clark, W. E. (1) N. W. Mutual, Milwaukee; Clarke, Dana C. (2) independent, New York City; Clayton, J. E. (1) Mass. Mutual, Newark; Cleeton, C. E. (2) Occidental, Los Angeles; Cline, W. T. (2) Continental Assurance, Chicago; Cluthe, H. E. (1) N. W. Mutual, Newark; Cobern, J. J. (2) Mass. Mutual, Detroit; Coe, W. F. (2) Penn Mutual, Oshkosh, Wis.; Coffman, W. J. (4) Prudential, Santa Ana, Calif.; Cohen, I. A. (1) Reliance, Pittsburgh; Collins, R. L. (2) Franklin, Indianapolis; Collins, E. L. (1) New York Life, San Francisco; Comer, J. T. (1) Jefferson Standard, Gastonia, N. C.; Cook, Mrs. Elizabeth B. (5) National of Vermont, Baltimore; Cook, Paul W. (1) Mutual Benefit Life, Chicago; Cord, W. O. (2) Fidelity Mutual, Dayton, O.; Corrigan, R. N. (4) S. W. Life, San Antonio; Costello, J. P. (1) S. W. Life, Dallas; Covert, H. M., Jr. (5) Mutual Benefit Life, Allentown, Pa.; Cowman, Q. R. (5) Equitable of Iowa, Harrisburg; Coyle, M. P. (4) Phoenix Mutual, New York City; Cozza, J. A. (5) Mutual Life, Youngstown; Craig, J. L. (1) N. W. Mutual, Milwaukee; Crandon, L. D. (2) N. E. Mutual, Newark; Crauer, C. E. P. (3) N. W. Mutual, Poughkeepsie, N. Y.; Crawford, S. H. (3) Manufacturers, Toronto; Cross, W. D., Jr. (5) Prov. Mutual, Philadelphia; Crowley, J. B. (3) Mutual Benefit Life, Chicago; Crum, Frank, (4) New York Life, Detroit; Cullen, J. F. (5) Phoenix Mutual, Detroit; Cummins, C. A. (3) Equitable Society, Chicago; Cunningham, J. W. (5) Conn. Mutual, New York City; Currie, J. W. (2) N. E. Mutual, Miami.

Darby, R. C. (2) Mass. Mutual, Baltimore; Dashiell, S. R. (4) Lincoln National, Norfolk; Davidson, W. D. (1) Equitable Society, Chicago; Davies, E. G. (1) Manufacturers, Los Angeles; Davies, R. A. (1) New York Life, San Francisco; Davis, Harry L. (2) Mass. Mutual, Atlanta; Dean, D. E. (3) Equitable Society, Philadelphia; Dearie, J. H. (5) New York Life, New Orleans; De Bernardi, F. S. (5) Equitable of Iowa, Tulsa; Decker, A. C., Jr. (2) National Equity, Shreveport; Deitch, Victor, (4) Sun Life of Canada, Indianapolis; Dellert, J. M. (4) Union Central, Chicago; Demetriou,

Peter (4) Metropolitan, New York City; Denman, R. E. (1) Pacific Mutual, Cincinnati; Dillon, H. T. (2) National of Vermont, Atlanta; Dinsmore, R. B. (3) Prov. Mutual, Princeton; Domenitz, Arnold, (3) New York Life, New York City; Donnelly, M. J. (2) Equitable Society, New Castle, Pa.; Donovan, F. E. (3) N. W. Mutual, Peterborough, N. H.; Dougherty, H. K. (3) New York Life, Anchorage, Alaska; Douglas, L. A. (4) Jefferson Standard, El Paso; Dozier, R. W. (1) Mass. Mutual, Oklahoma City; Daux, L. F. (2) Equitable Society, Eau Claire, Wis.; Duckett, A. C. (1) N. W. Mutual, Los Angeles; Duffey, P. P. (5) Conn. General, Richmond; Dugan, H. L. (5) Manufacturers, Seattle; Duncanson, E. V. (3) Conn. General, New York City; Dunnavan, P. H. (1) Canada Life, Minneapolis; Durant, N. M. (1) Canada Life, Toronto; Duval, Herman, (1) N. W. Mutual, New York City.

Earl, C. H. (3) Govt. Personnel, Little Rock; Earl, W. E. (5) Govt. Personnel, San Antonio; Earley, E. H. (2) N. W. Mutual, New York City; Earle, W. T. (1) Conn. Mutual, Cincinnati; Ebensten, A. (1) Union Central, Beverly Hills; Edwards, H. C. (3) Equitable Society, Chicago; Eisen, Sol, (3) Canada Life, Toronto; Eisendrath, J. M. (2) Guardian, New York City; Elder, A. J. (3) London Life, Toronto; Elder, R. A. (5) Equitable of Iowa, Williamsport, Pa.; Emerson, R. L. (3) Phoenix Mutual, Boston; Engle, F. M. (1) N. W. Mutual, Tulsa; Epstein, Ben, (4) Kansas City Life, Houston; Erickson, E. R. (1) John Hancock, Buffalo; Espedal, S. R. (5) United Services, Honolulu; Eubank, G. A. (2) Prudential, New York City; Evans, Dick, (3) Mass. Mutual, Los Angeles.

Falkstein, F. B. (1) Prudential, San Antonio; Farber, H. L. (2) Security Mutual of N. Y., Buffalo; Fargason, J. H. (4) Great Southern, Houston; Faxon, D. P. (5) Aetna, Camden, N. J.; Fellenheimer, W. B. (5) Aetna, Portland, Ore.; Feldman, Ben, (1) New York Life, East Liverpool, O.; Feldman, H. G. (2) Aetna, Pittsburgh; Feldman, I. C. (2) Equitable Society, Philadelphia; Felkel, F. W. (2) American National, Anderson, S. C.; Felsenthal, Edward, (4) N. E. Mutual, Memphis; Fenn, F. T., Jr. (5) National of Vermont, Hartford; Fenzau, E. W. (2) Mutual Benefit Life, Chicago; Fields, S. W. (1) Equitable Society, Philadelphia; Finberg, Z. W. (3) Great-West, St. Paul; Fink, L. J. (3) Conn. Mutual, New York City; Finkbinder, C. E., Jr. (5) N. W. Mutual, Philadelphia; Finkson, D. J. (2) Standard Assurance, Toronto; Fitch, Jack, (2) North American of Canada, Montreal; Fitch, K. C. (1) New York Life, Wichita; Flaster, I. M. (1) Penn Mutual, Newark; Fluegelman, D. B. (1) N. W. Mutual, New York City; Ford, W. H., Jr. (4) American National, Oklahoma City; Foreman, S. L. (1) Mutual Life, Chicago; Forester, R. M. (5) Mutual Benefit Life, Milwaukee; Foster, M. F. (3) Security Life & Trust, Greensboro, N. C.; Foster, R. E. (4) Canada Life, Toronto; Fowler, W. L. (4) Lincoln National, Norfolk; Francis, F. B. (3) N. W. Mutual, Wilmington, Del.; Frank, Louis, (1) independent, New York City; Frank, R. W. (2) State Mutual, Chicago; Franklin, Cecil, (1) Equitable Society, Los Angeles; Freed, Irving, (1) New York Life, New York City; Freedenberg, Louis, (3) Home of N. Y., New York City; Freedman, D. A. (1) Equitable Society, New York City; French, J. C. (4) American National, Galveston; Freudberg, L. V. (1) Mass. Mutual, Washington; Fugate, E. H. (3) Conn. General, Reading; Fuller, R. G. (4) S. W. Life, Dallas; Fyke, R. C. (4) Occidental, Los Angeles.

Galt, G. M. (3) Mass. Mutual, Pittsfield, Mass.; Gaumer, A. E. (2) Cal. Western States, Red Bluff, Cal.; Gehman, W. E. (5) N. E. Mutual, Philadelphia; Geller, A. L. (3) Pacific Mutual, Houston; Gentile, A. D. (5) New York Life, New York City; Gesswein, P. S. (4) N. E. Mutual, New York City; Gharrett, A. A. (5) Texas Prudential, Houston; Gheen, B. L. (1) Mutual Benefit Life, Cleveland; Gibson, Alex, (4) New York Life, Birmingham; Gillespie, B. G. (5) Aetna, New York City; Gillman, A. E. (1) N. W. Mutual, Baltimore; Gilmore, B. W. (5) N. W. Mutual, Grand Rapids; Glasser, J. B. (1) Continental Assurance, Chicago; Golden, E. T. (1) New York Life, San Francisco; Goldman, Howard D., (1) N. W. Mutual, Richmond; Goldsmith, R. H. (1) Mutual Benefit Life, New York City; Goldstandt, F. S. (2) Equitable Society, New York City; Goldstein, M. M. (2) Equitable Society, New York City; Goodwin, R. H. (2) Northern Life, Seattle; Gordon, N. L. (4) Conn. Mutual, Cleveland; Gordy, C. K. (1) Fidelity Mutual, New Haven; Grayson, L. J. (4) Travelers, Washington, D. C.; Green, Roy, (4) Equitable Society, Washington, D. C.; Greene, J. H. (5) Washington National, Little Rock; Greensfelder, Harry, Jr. (3) Equitable Society, St. Louis; Griffin, F. R., Jr. (4) Conn. Mutual, Philadelphia; Griffith, E. S. (2) American National, Galveston; Grobe, H. R. (2) Great Southern, Houston; Groenke, A. R. (4) Mutual Benefit Life, Cincinnati; Gruendel, G. H. (1) N. E. Mutual, Chicago; Guy, J. R. (1) N. W. Mutual, New York City; Gwinn, Mrs. Ethel, (3) independent, Chicago.

Haas, H. V. (2) National of Vermont,

Cleveland; Hamill, J. M. (1) Equitable Society, San Francisco; Hamilton, M. J. (5) Mutual Benefit Life, Chicago; Hamlin, C. W. (2) Mutual Benefit Life, Buffalo; Hammer, J. M. (1) State Mutual, Tampa; Harbert, R. W. (1) N. W. Mutual, Battle Creek, Mich.; Harding, J. G. (1) N. W. Mutual, Portland, Ore.; Hardy, R. B. (5) Conn. Mutual, Lima, O.; Hardy, W. B. (1) N. E. Mutual, Cincinnati; Harris, C. E. (2) Equitable Society, Chicago; Harris, H. J. (5) Great-West, Ottawa; Harrison, R. A. (2) Franklin, Sacramento; Hartman, J. W. (4) American National, San Francisco; Harvey, P. J. (5) Texas Life, Houston; Hasseltine, E. D., Jr. (4) N. W. Mutual, Haverhill, Mass.; Hatzes, G. A. (5) Fidelity Mutual, Washington; Hawkins, J. O. (4) New York Life, St. Louis; Hayes, Sadler, (1) Penn Mutual, New York City; Hayes, W. A. (1) independent, St. Louis; Haynes, W. M. (5) N. E. Mutual, Honolulu; Hays, H. W. (1) Mass. Mutual, Rochester, N. Y.; Hays, R. R., Jr. (2) N. E. Mutual, Los Angeles; Heald, H. A., Jr. (1) N. E. Mutual, Chicago; Hedgecock, M. A. (5) Mutual Benefit Life, Detroit; Hefter, R. M. (1) N. W. Mutual, Chicago; Helfetz, Samuel, (1) Mutual Life, Chicago; Hemminger, Max, (2) Mutual Benefit Life, Newark; Henderson, E. E. (4) Pacific Mutual, Chicago; Henshaw, R. H. (2) Franklin, Philadelphia; Hersch, D. T. (5) Security Mutual of N. Y., New York City; Herschman, W. S. (2) N. W. Mutual, Baltimore; Herwitz, S. S. (2) Mutual Life, Cincinnati; Herzfelder, I. D. (5) N. E. Mutual, New York City; Hester, W. C. (2) Minnesota Mutual, Jackson, Miss.; Hewitt, E. S. (1) independent, Chicago; Hewitt, W. C. (2) N. W. Mutual, Milwaukee; Heyman, Paul, (3) New York Life, Providence; Hibbard, J. D. (1) Mutual Benefit Life, Grand Rapids; Hickman, C. Von, (3) N. W. Mutual, Eugene, Ore.; Hill, N. R. (3) N. W. Mutual, Seattle; Hiller, W. N. (1) Penn Mutual, Chicago; Hilliard, R. A. (4) Reliance, Ashville, N. C.; Hilmes, Jack, (4) Equitable of Iowa, Des Moines; Hirsch, R. M. (1) Great-West, Chicago; Hirschfeld, Isidor, (1) N. E. Mutual, New York City; Hittom, T. J. (4) Lincoln National, Sacramento; Hoare, Syd., (5) Canada Life, Vancouver; Hochstadter, C. P. (5) Pacific Mutual, Cincinnati; Hoelscher, E. C., Jr. (1) N. W. Mutual, Chicago; Hoffman, Mrs. Sis, (2) Union Central, Cincinnati; Holland, R. C. (1) New York Life, New York City; Hollman, G. A. (1) American National, Norman, Okla.; Holmes, J. F. (2) N. W. Mutual, Indianapolis; Holway, P. L. (5) Conn. General, Hartford; Hopkins, Albert, (2) Penn Mutual, New York City; Hopwood, W. J., Jr. (3) Great-West, Winnipeg; Horn, H. G. (1) Business Men's, Portland 4, Ore.; Howard, J. H. (4) American Investors, Dallas; Howard, L. L. (2) Fidelity Mutual, Boston; Howard, W. P. (3) American Investors, Dallas; Hunt, H. G. (1) Prov. L. & A., Greenville, S. C.; Hurrelbrink, H. L., Jr. (3) N. W. Mutual, Baltimore 2, Md.; Husted, E. D. (1) Aetna, Toledo; Hyman, E. A. (1) Mutual Life, Baltimore.

Ingram, M. H. (4) S. W. Life, Dallas; Ingram, R. W. (5) Mass. Mutual, Atlanta; Irvine, J. B., Jr. (4) National of Vermont, Chattanooga; Ishii, D. Y., (3) Prudential, Kapa, Hawaii; Jackson, R. W. (1) Mass. Mutual, Detroit; Jacobsen, O. P. (1) N. E. Mutual, New York City; Jacobson, N. S. (1) Reliance, Baltimore; Jaffe, Bernard, (1) Penn Mutual, San Francisco; Jay, Gustave, Jr. (3) independent, New York; Johnson, C. E. (1) John Hancock, Boston; Johnson, N. H. (1) Aetna, Toledo; Johnson, W. B. (3) American National, Springfield, Mo.; Johnson, W. E., Jr. (2) Mutual Benefit Life, Nashua, N. H.; Johnstone, T. A. (5) Columbian National, Kansas City; Jones, E. Leigh, (4) Mass. Mutual, Detroit; Jones, Horace W. (5) Phoenix Mutual, Hartford; Jones, Hunter M. (4) General American, Wichita Falls, Tex.; Jones, J. D. E. (2) Equitable Society, Providence; Josephs, J. E. (1) New York Life, Charlotte, N. C.; Joyce, J. P. (3) Phoenix Mutual, Holyoke, Mass.; Juers, Earl, (5) State Mutual, Chicago; Junker, E. A. (4) New York Life, Modesto, Cal.

Kahl, Samuel, (2) Penn Mutual, Chicago; Kaner, P. L. (5) Conn. General, Philadelphia; Kanarish, I. M. (1) New York Life, Chicago; Kaplan, M. N. (3) Prudential, Atlanta; Karlsruher, H. P. (2) New York Life, New York City; Katz, R. J. (1) Mass. Mutual, Rochester, N. Y.; Kaufman, Dan A. (3) N. W. Mutual, Milwaukee; Kaufman, Nate, (1) Indianapolis Life, Shelbyville, Ind.; Kavanagh, E. J. (4) John Hancock, Columbus, O.; Kechner, C. G. (1) Mass. Mutual, Oakland; Kehoe, J. T., Jr. (4) S. W. Life, Dallas; Kellam, John, (1) National of Vermont, New Canaan, Conn.; Kelly, I. Austin, III, (1) N. W. Mutual, New York City; Kendall, Eugene, (4) New York Life, Norman, Okla.; Kennedy, J. R. (4) N. E. Mutual, Detroit; Kennedy, W. G. (5) N. W. Mutual, Dayton; Kenyon, H. C. (3) Home of N. Y., St. Louis, Mich.; Kibrick, Isaac S. (2) New York Life, Boston 10, Mass.; Killen, C. H. (5) New York Life, San Antonio; Kilpatrick, E. L. (5) Aetna, Youngstown; King, C. J. (1) Mutual Benefit Life, Kansas City; King, H. A. (1) Occidental, Baltimore; King, W. H. (1) Mutual Benefit Life,

Lima, O.; Kirtz, E. T. (4) Conn. Mutual, Cleveland; Kissinger, D. K. (3) Mass. Mutual, Decatur, Ill.; Klarer, S. L. (4) N. W. Mutual, Milwaukee; Klein, E. M. (1) N. W. Mutual, Cleveland; Kletz, M. G. (2) John Hancock, New York City; Koch, M. J. (3) N. W. Mutual, Cincinnati; Kohl, R. H. (4) N. W. Mutual, Pittsburgh; Kollenberg, A. H. (3) Mutual Benefit Life, Grand Rapids, Mich.; Koors, F. J. (2) N. W. Mutual, Minneapolis; Kowins, J. L. (5) Illinois Bankers, Baltimore; Kramer, F. E. (3) Ohio National, Erie; Kramer, M. C. (2) Union Central, Dallas; Kraus, L. P. (2) New York Life, Baltimore; Krehbiel, John, (4) Aetna, Los Angeles; Kruh, Robert, (3) Continental American, Newark.

Ladd, M. J. (5) N. E. Mutual, Boston; Land, J. G., Jr. (5) Atlas Life, Muskogee, Okla.; Landwirth, Corris, (4) Mass. Mutual, Peoria; Lang, G. H. (Mrs.), (5) S. W. Life, Kerrville, Tex.; Langberg, Nathan, (4) United Benefit, New York City; Langston, L. (3) S. W. Life, Lubbock, Tex.; Lanmore, Walker, (1) Penn Mutual, Miami; Larsen, H. G. (5) New York Life, San Francisco; Larsen, W. T. (4) Mutual Benefit Life, Newark; Lasker, Herman, (2) Mutual Life, Eau Claire, Wis.; Lassiter, J. M. (5) Pilot Life, Norfolk; Lauer, Jack, (1) independent, Cincinnati; Lauer, M. J. (2) Continental American, New York City; Lauer, R. A. (3) N. W. Mutual, Cincinnati; Lauer, T. A. (3) N. W. Mutual, Joliet, Ill.; Laurent, C. E. (1) Manufacturers, Ontario; Law, M. A. (2) Mutual Benefit Life, Chicago; Lawrence, R. G. (5) S. W. Life, Dallas; Lawrence, R. G. (5) Armed Forces Mutual, San Antonio; Lawry, J. V. (3) N. W. Mutual, San Francisco; Lee, W. E. (4) Penn Mutual, Philadelphia; Leeds, S. S. (1) Equitable Society, Los Angeles; Lee, F. D., Jr. (1) N. W. Mutual, Indianapolis; Leipsic, D. S. (5) Occidental, Los Angeles; Leith, D. E. (1) N. E. Mutual, New York City; Leitman, Rudolf, (1) New York Life, Detroit;



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**REPUBLIC NATIONAL  
LIFE INSURANCE  
COMPANY**

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DALLAS, TEXAS.



Leiwant, S. E., (1) independent, Jersey City; Leonard, E. L., (5) New York Life, Wiston-Salem; Leveston, Samuel, (4) Conn. General, Hartford; Levy, M. L., (5) Imperial Life, Toronto; Lewallen, A. J., (1) Mutual Benefit Life, Miami; Lichtenstein, W. B., (2) John Hancock, Indianapolis; Lifshay, L. L., (4) New York Life, New York City; Lightstein, J. H., (4) Mutual Benefit Life, Detroit; Lillis, B. C., Jr., (5) Lincoln National, Vallejo, Cal.; Lillis, E. M., (2) N. W. Mutual, Erie; Lindenberger, H. R., (3) Ohio National, York; Linder, Maurice, (1) Travelers, New York City; Lipscomb, J. H., (1) N. E. Mutual, Jacksonville; Liston, A. S. (Mrs.), (5) N. W. Mutual, South Bend; Litwack, N. C., (1) John Hancock, Newark; Loewenberg, R. E., (3) Mass. Mutual, New York City; Lonsdale S. J., (5) State Mutual, Bridgeport; Loskove, Isaac, (2) State Mutual, Memphis; Lothgren, E. T., (3) N. W. Mutual, Providence; Lowenberg, Col. M. A., (4) Aetna, New York City; Lucas, G. J., (1) New York Life, Sioux Falls; Lung, H. Y., (4) United Benefit, Honolulu; Lurie, W. V., (4) New York Life, Brooklyn; Lyon, H. N., (3) Fidelity Mutual, San Francisco.

MacNamee, M. W., (5) National of Vermont, Chicago; McCaffrey, J. H., (4) S. W. Life, Dallas; McCann, J. L., (1) Jefferson Standard, Charlotte; McColl, H. A., (1) New York Life, Colorado Springs; McCord, H. M., (3) independent, Dallas; McCoy, W. H., (3) N. E. Mutual, Detroit; McCreary, J. T., (3) New York Life, San Francisco; McDermott, R. W., (4) Standard Life, Ind., Indianapolis; McDowell, J. L., (4) New York Life, New York City; McFarlane, F. L., (1) N. W. Mutual, Cleveland; McGill, W. W., (5) Prudential, San Antonio; McGiveran, B. S., (1) N. W. Mutual, Chicago; McGinn, T. B., (4) Mutual Benefit Life, Miami; McGowan, R. A., (5) New York Life, Appleton, Wis.; McIntosh, W. T., (3) N. E. Mutual, New York City; McLean, J. N., (1) Penn Mutual, Jackson; McMartin, W. F., (1) N. W. Mutual, New York City; McMaster, F. A., (1) Prudential, Los Angeles; McNeill, A. E., (3) N. E. Mutual, Pasadena.

Machado, T. B., (4) Confederation, Caracas, Venezuela; Mackenzie, K. R., (4) N. E. Mutual, Boston; Madden, L. E., (1) Kansas City Life, Milwaukee; Mage, J. R., (2) N. W. Mutual, Los Angeles; Malenfort, H. L., (4) N. W. Mutual, Chicago; Mammel, Clayton, (5) Farmers & Bankers, Wichita; Marean, Sid., (4) independent, Cincinnati; Marks, David, Jr., (1) N. E. Mutual, New York City; Marsh, J. D., (4) Lincoln National, Washington, D. C.; Martin, S. E., (3) State Mutual, Dallas; Marx, David, Jr., (1) Mass. Mutual, Atlanta; Mascotte, L. C., (2) Lincoln National, Fort Wayne; Mason, C. C., (4) Lincoln National, Washington; Mason, M. M., (1) Mutual Benefit Life, Cleveland; Maurey, R. T., (5) Mutual Life, N. Y.; Bradford; Maxey, N. D., (4) Equitable Society, New York City; Maxwell, R. L., (3) S. W. Life, Dallas; May, Louis, (4) Conn. General, New York City; Meadows, R. C., (1) National of Vermont, Binghamton, N. Y.; Meeks, J. N.,

(1) N. W. Mutual, Columbus; Meese, H. M., (2) Travelers, Davenport; Meister, Louis, (1) Mutual Life, Hartford; Melham, M. T., (5) Franklin, Springfield, Ill.; Mellor, R. F., (2) Mutual Benefit Life, New York City; Mellor, Sigourney, (2) Bankers Life, Neb., Philadelphia; Michaels, J. A., (4) Phoenix Mutual, Cincinnati; Micou, B. H., (3) N. E. Mutual, Detroit; Mittell, V. A., (1) N. W. Mutual, Newark; Miller, C. S., (1) Lincoln National, Tyner, Ind.; Miller, E. H., (4) New York Life, Chicago; Miller, J. D., (4) Mutual Life, Chicago; Mingay, J. D., (3) Prudential Assurance, Toronto; Mintz, E. J., (3) New York Life, Salinas, Cal.; Mirsky, L. P., (1) N. E. Mutual, New York City; Moler, Col. D. L., (4) Lincoln National, Washington; Monroe, W. B., (2) Union Central, New Orleans; Montgomery, J. R., (1) Phoenix Mutual, Philadelphia; Moore, Charles, (2) Conn. Mutual, Memphis; Moore, E. C., (1) New York Life, Wichita; Moore, W. R., (4) Prov. Mutual, Decatur, Ill.; Moraff, R. J., (4) Crown, Paterson, N. J.; Mordecai, Leonard, (1) N. W. Mutual, Boston; Morgenstern, A. S., (1) Mutual Benefit Life, Seattle; Morris, Sam, (3) Union Central, Clayton, Mo.; Morrison, G. E., (3) N. W. Mutual, Indianapolis; Morse, F. A., (3) N. W. Mutual, South Bend; Morton, G. M., (5) Manufacturers, Montreal; Mosler, H. G., (2) Mass. Mutual, Beverly Hills; Mountcastle, W. H., (1) John Hancock, Honolulu; Muller, M. C., (3) Phoenix Mutual, New York; Mura, E. G., (1) N. E. Mutual, Kansas City; Murphy, S. N., (3) Penn Mutual, Natchez; Murray, C. W., (2) Great Southern, Huntsville, Tex.; Myrick, D. L., (1) Great Southern, Lake Charles, La.

Nadler, A. M., (5) Union Labor, New York City; Nadler, Julius, (5) Union Labor, New York City; Nassberg, Jules, (2) Conn. General, New York City; Nathan, Frank, (5) New York Life, Los Angeles; Neal, Howard, (1) National Associates, Los Angeles; Nelson, J. E., (5) American National, Los Angeles; Newman, L. L., (1) Penn Mutual, Fort Wayne; Newman, R. C., (1) independent, St. Louis; Nicholl, G. D., (3) Manufacturers, Fort, Colombo, Ceylon; Nickell, H. K., (2) Conn. General, Chicago; Norman, J. E., (1) National of Vermont, Miami; Norman, M. B., (1) Jefferson Standard, Long Beach; Novell, G. A., (4) Prudential, Los Angeles; Nuell, Barney, (1) Conn. Mutual, Los Angeles; Nussbaum, A., (2) Mass. Mutual, Milwaukee.

O'Connor, J. F., (3) Penn Mutual, Los Angeles; Ohl, C. M., (1) N. W. Mutual, Toledo; Olmsted, R. E., (4) Mutual Benefit Life, Providence; Olsen, F. R., (1) N. W. Mutual, Minneapolis; Oltoft, J. G., (3) Republic National, San Angelo; Ormsbee, E. R., Jr., (5) Protective, Norfolk; Ornt, G. D., (1) N. E. Mutual, Portland; Orstheimer, A. J., III, (1) N. W. Mutual, Philadelphia; Oxman, H. H., (2) New York Life, New York City.

Page, G. W., (1) Equitable Society, Los Angeles; Palmer, A. M., (1) Mass. Mutual, Miami; Palmer, O. C., (5) Canada Life, Portland; Parker, Bertram, (5) S. W. Life, Corpus Christi; Parr, W. P., (4) John Hancock, Baltimore; Parris, G. E.,

(1) Bankers National, Philadelphia; Parsons, H. S., (1) Travelers, Los Angeles; Patrick, N. G., (2) Mass. Mutual, Omaha; Paulus, N. P., (3) John Hancock, Lafayette, Ind.; Peck, C. C., (1) Canada Life, Toronto; Peebles, H. L., (1) N. W. Mutual, Charleston; Pejeau, C. E., (1) Mass. Mutual, Cleveland; Pendell, W. H., (3) Penn Mutual, Saginaw, Mich.; Perlman, Milton, (4) Home of N. Y., Chicago; Peters, Aubrey, (3) New York Life, Chicago; Peters, J. H., (3) Manufacturers, Toronto; Peters, R. S., (3) Jefferson Standard, Denver; Petticrew, C. B., (5) College Life, Indianapolis; Pettrick, Col. V. F., (2) Citizens L. & C., Los Angeles; Pfeil, J. M., (2) Equitable Society, Pittsburgh; Phelps, C. R., (2) Mutual Benefit Life, Sacramento; Phillips, Harry, Jr., (3) Penn Mutual, New York City; Philipson, Albert, (3) N. W. Mutual, West Orange, N. J.; Pincus, Harry, Jr., (5) Mass. Mutual, New York City; Pinney, N. E., (5) Mutual Benefit Life, Detroit; Pirnie, Roderick, (1) Mass. Mutual, Providence; Pitcher, R. B., (1) John Hancock, Boston; Plante, G. H., (3) John Hancock, Cleveland; Pleasants, W. T., (3) John Hancock, Peoria; Poetschel, H. P., (4) Home, Newark; Poindexter, E. G., (2) N. W. Mutual, St. Louis; Polachek, J. J., (1) N. E. Mutual, Pittsburgh; Poling, D. C., (2) Prudential, Louisville; Pollard, M. R., (2) Security Mutual, Milwaukee; Pomerantz, E. M., (2) Sun Life, Philadelphia; Pool, W. L., (3) Lincoln National, Norfolk; Porte, W. L., (4) Mutual Life, N. Y.; Washington; Portnoy, R. J., (3) Crown, St. Louis; Post, C. L., (2) independent, New York City; Potwin, A. S., (5) Conn. Mutual, Portland; Powell, C. E., (4) New York Life, Seattle; Powers, Jerry, (4) New York Life, Kansas City; Powers, R. K., (4) American National, Galveston; Poyner, W. S., Jr., (5) New York Life, Birmingham; Prentiss, J. H., Jr., (1) N. E. Mutual, Chicago; Prettyman, L. T., (3) N. W. Mutual, Muskegon, Mich.; Pribe, A. F., (1) Penn Mutual, Rockford, Ill.; Proctor, E. T., (1) N. W. Mutual, Nashville; Prussing, C. D., (2) Conn. General, Philadelphia; Pugno, Alfred, (2) Mutual Life, Fremont, Mich.; Purdy, C. E., Jr., (2) independent, Minneapolis.

Quilling, C. L., (4) New York Life, Dayton; Quinn, J. T., (5) T. Eaton Life, Winnipeg.

Rabinal, Julius, Henrikas, (1) N. E. Mutual, New York City; Ramsey, J. F., (1) Conn. Mutual, Chicago; Ramsey, Lloyd, (1) State Mutual, Memphis; Randall, G. W., (4) Kansas City, Phoenix; Ranni, J. G., (2) Manhattan, New York City; Rappaport, Eugene, (2) Pacific Mutual, Chicago; Rawleigh, J. N., (5) Mass. Mutual, Chicago; Raymond, C. G., (2) National, Vermont; Redfield, E. B., Jr., (4) N. W. Mutual, Boston; Redpath, R. U., Jr., (1) N. W. Mutual, New York City; Reed, F. G., (1) independent, Chicago; Reese, J. H., (2) Penn Mutual, Philadelphia; Regenstein, H. L., (1) Mass. Mutual, New York City; Rice, Sidney, (2) Fidelity Mutual, Indianapolis; Richard, H. H., (3) New York Life, Boston; Richardson, C. D., (1) N. E. Mutual, Memphis; Richardson, F. D., (4) N. E. Mutual, Los Angeles; Rickard, J. K., (1) N. W. National, Hutchinson, Kan.; Riehle, T. M., (2) Equitable Society, New York City; Rife, H. A., Jr., (5) New York Life, Detroit; Rifengren, Glenn, (4) Mutual Benefit Life, Three Rivers, Mich.; Riley, A. E., (1) New York Life, Kansas City; Rinne, A. J., (5) N. W. Mutual, Indianapolis; Robb, C. R., (1) N. W. Mutual, Chicago; Robbins, C. W., (1) Business Men's, Salem, Ore.; Robbins, M. R., (3) Mutual Life, Rocky Mount, N.C.; Robbins, W. H., (3) Equitable, Iowa, Lafayette, Ind.; Roberts, G. P., (1) Mass. Mutual, Wheeling; Roberts, H. M., (3) S. W. Life, Dallas; Robertson, O. N., (1) Mutual Life, Santa Ana; Robinson, D. S., (3) Canada Life, New York City; Robinson, J. B., (3) Canada Life, New York City; Robinson, K. V., (4) N. E. Mutual, Waterbury, Conn.; Rocca, Ben, Jr., (5) New York Life, Gilroy, Cal.; Rogal, Hyman, (2) Reliance, Pittsburgh; Rogerson, Robert, (5) Penn Mutual, Lansing, Mich.; Rollinger, F. G., (2) independent, Sioux Falls; Rosan, S. D., (2) Continental Assurance, New York City; Rosch, C. E., (5) N. W. Mutual, Baltimore; Rose, H. C., (1) H. C. Rose Co., New York City; Rosen, L. A., (2) Union Central, Memphis; Rosenbaum, Paul, (4) Sun Life, Philadelphia; Rosenheim, E. W., (2) Penn Mutual, Chicago; Ross, W. C., (4) Guardian, Milwaukee; Rosser, M. M., (1) Phoenix Mutual, Boston; Rothschild, L. L., (1) N. W. Mutual, Los Angeles; Routsong, J. R., (2) New York Life, Los Angeles; Ruben, A. G., (1) Mutual

Benefit Life, Los Angeles; Rude, L. G., (2) Mutual Benefit Life, Newark; Ruhl, H. R., (1) N. W. Mutual, Detroit; Rumph, S. H., (4) N. W. Mutual, Atlanta; Russo, Edward, (1) N. W. Mutual, Baltimore; Russon, J. M., (5) Mass. Mutual, Los Angeles; Rutledge, Allan, Jr., (3) Lincoln National, Washington; Sajas, F. J., (5) Pan-American, Caracas, Venezuela; Salomon, Sidney, Jr., (1) independent, St. Louis; Sammons, T. E., (5) S. W. Life, Dallas; Samuels, T. E., (5) American United, Memphis; Sanders, Robert, (2) Business Men's, San Diego; Sauls, J. H., Jr., (5) Manufacturers, Los Angeles; Savage, U. S., (4) Protective, Newport News; Sawyer, W. C., (2) N. W. Mutual, Milwaukee; Scarborough, W. F., (1) N. E. Mutual, Ridley Park, Pa.; Scharrf, R. L., (3) N. W. Mutual, St. Louis; Schiff, Charles, (4) Mutual Life, N. Y.; New York City; Schloen, W. J., Jr., (4) Manhattan, Beverly Hills; Schuetter, H. K., (3) N. W. Mutual, Appleton, Wis.; Schultz, H. R., (1) Mutual Life, Chicago; Schultz, L. E., (3) N. W. Mutual, Norristown; Schumacher, G. H., (2) Mass. Mutual, Cleveland; Schumacher, S. O., (1) Prov. Mutual, Akron; Schwab, J. W., (1) Indianapolis Life, Indianapolis; Schwahn, H. J., (1) N. W. Mutual, Milwaukee; Schwinger, L. P., (1) N. W. Mutual, Waterloo; Scott, M. L., (1) Equitable Society, Los Angeles; Scott, T. M., (2) Penn Mutual, Philadelphia; Seay, C. E., (1) S. W. Life, Dallas; Seefurth, N. H., (1) N. W. Mutual, Chicago; Sekt, B. H., (1) New York Life, Sioux City, Iowa; Severance, G. S., (3) Ohio National, Chicago; Seys, C. A., (1) N. W. Mutual, Grand Rapids, Mich.; Shafro, W. S., (2) Mutual Life, Monroe, La.; Shangrow, A. J., (4) Sun Life, Seattle; Sheldon, A. M., (2) independent, Minneapolis; Sheldon, R. H., (1) Equitable, Iowa, Los Angeles; Sheldrick, Robert, (4) N. W. Mutual, Newark; Shepherd, Donald, (5) John Hancock, Boston; Sherman, C. M., (1) independent, Toledo; Sherman, Marvin, (2) Equitable Society, Los Angeles; Short, C. B., (5) Midwest, United, Gary; Shoul, J. W., (1) Mutual Life, Boston; Siewers, C. N., (4) Security Life & Trust, Winston-Salem; Simon, L. E., (1) Mass. Mutual, New York City; Simon, L. G., (2) independent, New York City; Simon, R. D., (3) Penn Mutual, Chicago; Sims, L. K., (1) New York Life, Los Angeles; Sitomer, S. M., (3) Union Central, New York City; Skidmore, Max, (2) Mass. Mutual, Boston; Slaybaugh, E. H., (5) N. W. Mutual, Yonkers, N.Y.; Smick, Ben, (4) Central Life Assurance, Spokane; Smith, Adon N., II, (1) N. W. Mutual, Charlotte; Smith, Alden H., (1) N. W. Mutual, Nashville; Smith, Brooks B., (4) American Investors, Dallas; Smith C. V., Jr., (4) American Investors, Dallas; Smith, Caleb B., (2) Mass. Mutual, Asheville, N.C.; Smith, Clarence E., (4) N. W. Mutual, Chicago; Smith, James Henry, Jr., (3) Mass. Mutual, Los Angeles; Smith, Keith S., (1) Continental Assurance, Springfield, Ill.; Smith, Stuart F., (2) Conn. General, Farmington, Conn.; Soforenko, Samuel, (2) New York Life, Providence; Spahn, C. P., (1) Equitable, Los Angeles; Spencer, J. A., (1) Equitable Society, Youngstown; Spencer, W. T., (3) American National, Lawton, Okla.; Spooner, Daniel, (3) Mutual Benefit Life, New York City; Stafford, F. P., (3) State Mutual, New York City; Stangle, B. C., (4) Cal.-Western States, Seattle; Stanley, H. W., (2) Equitable of Iowa, Wichita; Stanley, W. E., (3) Mutual Life, Wilmington, N.C.; Stark, L. D., (1) Conn. Mutual, Houston; Stearns, L. (1) Equitable Society, Chicago; Stein, A. D., (5) Aetna, Chicago; Stein, L. R., (1) Home, Newark; Steiner, G. G., (3) Aetna, New York City; Steiner, Harry, (1) Equitable Society, Chicago; Steinhof, C. F., (3) Home, New York City; Steinman, S. C., (3) N. W. Mutual, Chicago; Stephens, B. B., (3) Mass. Mutual, Los Angeles; Stern, D. A., (3) independent, New York City; Stern, L. H., (4) Penn Mutual, St. Louis; Stevens, T. H., (5) American Investors, Dallas; Stever, Ron, (1) Equitable Society, Los Angeles; Stewart, A. D., (4) London Life, Ottawa; Stewart, G. W., (1) Penn Mutual, Pittsburgh; Stockman, H. C., (2) N. E. Mutual, Newark; Stokes, J. M., (1) N. E. Mutual, Philadelphia; Stoltz, H. J., (3) N. W. Mutual, Bloomington, Ill.; Stone, Warren, (5) New York Life, Washington; Stringer, R. E., (1) State Mutual, Detroit; Stuart, M. K., (Mrs.), (5) Franklin, State College, Pa.; Sweeney, J. E. B., (2) Equitable Society, Charleston; Sweet, Bruce, (2) Berkshire, Buffalo; Taggart, Grant, (1) Cal. Western States, Crowley, Wyo.; Talley, F. F., (2) Acacia Mutual, Atlanta; Taylor, E. L., (4)

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## Totals

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Rude, L. Newark; Detroit; Atlanta; Baltimore; Mutual, Jr., (3)

Caracas, (1) in- E. E., (3) E. E., (5) Sanders, n Diego; societes, Protec- yer, (2) borough, ey Park, Mutual, Mutual loen, W. y Hills; Mutual, (1) N. W. r, G. H. Schu- Akron; Life, In- N. W. L. P. t. M. L. Angeles; Phila- W. Life, Mutual, rk Life, S., (3) A., (3) Mich- Monroe, Life, Se- dent, Equit- ck, Rob- hepherd, Boston; Toledo; Society, idwest- W., (1) N., (4) -Salem; ul, New dent, (2) Penn (1) New S. M., City; Boston; Mutual, Central, Adon Charlotte; Mutual, Ameri- V. Jr., Smith, heville, W. Mu- ry, Jr., Smith, urance, E., (2) n., So- n. Life A., (1) Spen- Law- Mutual ord, F. City; States, ble of (3) Mu- L. D., L. Stein, L. R., G., (3) Harry, Steel, J. Chil- Mutual, depen- L., (4) T. H. Stever, Angeles; Atlanta; Pitts- mu- N. E., (3) Stone, shing- Mutual, rank- E. B., on; lo; Eastern C., (2) L., (4)

guardian, Wheeling; Teachnor, Dix, (2) Kansas City, Kansas City; Teitrick, H. R., (5) Equitable of Iowa, Harrisburg, Pa.; Terriberry, G. G., (1) Mutual Benefit Life, New York City; Tinnin, R. P., (4) Occidental, Albuquerque; Tobias, C. E. Jr., (1) Prov. Mutual, Norristown, Pa.; Tobias, N. B., (5) Equitable Society, Chicago; Tompkins, D. H., (1) N. W. Mutual, Charleston; Transue, S. F., (1) Penn Mutual, Bethlehem; Trostle, W. M., (1) Mass. Mutual, Cleveland; Trubey, R. A., (5) Guardian, Fargo; Tuggle, C., (2) Travelers, Atchison, Kan.; Turner, S. L., (1) N. E. Mutual, New York City; Tuttle, M. G., (2) Lincoln National, Miami; Tuttle, T. W., (1) N. W. Mutual, Milwaukee; Loyd W., (2) N. W. Mutual, Chicago; Underell, C. J., (5) Occidental, London, Can.; Underwood, J. W., (5) Pilot Life, Southern Pines, N.C.; Utter, J. M., (3) Equitable of Iowa, Seattle. Vail, M. D., (1) N. W. Mutual, Chicago; Van Cleave, Hal., (2) Mass. Mutual, Los Angeles; Van Leuven, K. L., (3) New York Life, Spokane; Van Sant, F. A., (4) National Guardian, Madison, Wis.; Veatch, J. H., (1) N. W. Mutual, Los Angeles; Von Leuven, K. L., (3) New San Antonio; Venable, G. M., (3) N. W. Mutual, Columbus, Ga.; Victor, H. B., (5) Minnesota Mutual, St. Paul; Vybral, Vic., (5) New York Life, New Orleans; Walker, Roe, (3) N. W. Mutual, Milwaukee; Wall, R. G., (1) Union Central, New York City; Waller, C. T., (3) American National, Lawton, Okla.; Walter, J. D., (1) N. W. Mutual, Chattanooga; Wardlaw, Jack, (3) Prov. Mutual, Raleigh; Warren, Norman, (4) New York Life, New York City; Warshawsky, David, (1) Reliance, Cleveland; Wassel, New Charles, (2) Equitable Society, New York City; Waterhouse, D. H., (4) Mutual Benefit Life, Boston; Watkins, J. E., (3) New York Life, Lake Charles, La.; Watson, R. E., (1) Occidental, San Francisco; Watson, S. H., (4) Equitable Society, Cleveland; Watson, W. N., (2) Mutual Benefit Life, New York City; Wayburn, S. J., (4) New York Life, Detroit; Weaver, L. E., (5) New York Life, San Francisco; Webb, M. H., Jr., (5) Life of Va., El Paso; Weber, G. F., (4) Conn. General, Los Angeles; Webster, R. L., (4) New York Life, Ithaca, N.Y.; Weems, S. R., (2) Minnesota Mutual, McAllen, Tex.; Well, C. R., (1) N. W. Mutual, Cincinnati; Well, Sidney, (1) Mutual Benefit Life, Cincinnati; Weinberg, Irving, (4) Conn. General, New York City; Weissman, Sidney, (1) N. W. Mutual, Detroit; Weiss, C. H., (1) N. E. Mutual, New York City; Weissman, Simon D., (2) Equitable Society, Boston; Welch, S. H., Jr., (5) Protective, Birmingham; Wells, Chandler, (4) John Hancock, Buffalo; Welman, Clyde R., (1) National of Vt., Memphis; Wertheimer, Jerry, (1) United Fidelity, Dallas; Whitaker, A. D., (2) Mass. Mutual, Providence; Whitmoyer, R. E., (2) Phoenix Mutual, Detroit; Whitney, R. C., (2) Conn. Mutual, Chicago; Wicks, C. W., (4) New York Life, Fresno; Widing, Theodore, (1) Prov. Mutual, Philadelphia; Wiley, Fred B., (5) Occidental, Seattle; Willet, Lawrence, (1) N. W. Mutual, Atlanta; Wilson, J. Hawley, (2) Mass. Mutual, Oklahoma City; Wilson, Roy S., (5) Mutual Benefit Life, Madisonville, Ky.; Winfree, H. V., Jr., (5) Lincoln National, Quantico, Va.; Winter, N. F., (5) Minnesota Mutual, St. Paul; Wirsing, H. E., (3) Equitable Society, New York City; Wohlreich, A. J., (5) Independent, Newark; Wolkoff, H. K., (1) N. W. National, St. Paul; Woller, E. C., (5) Central Life Assurance, Milwaukee; Wood, S. B., (3) Travelers, Philadelphia; Woodbury, E. C., (2) New York Life, San Francisco; Woodland, N. J., (1) National Equity, Baton Rouge; Wright, H. T., (1) Equitable Society, Chicago; Wright, R. T., (1) Prov. Mutual, Lawrence, Kan.; Wuertemberger, H. E., (2) Penn Mutual, St. Louis; Wyard, J. K., (4) John Hancock, Peoria; Yoffee, Irvin, (1) Independent, Harrisburg, Pa.; Zahn, H. L., (5) N. W. National, Missoula, Mont.; Zais, B. H., (5) Conn. Mutual, Burlington, Vt.; Zebley, Earl, (2) Independent, Philadelphia; Zischke, H. A., (1) Union Central, Chicago.

### Totals on UCD Referendum

The final totals officially certified in connection with the referendum on the state of Washington unemployment compensation disability measure enacted by the 1949 legislature show that 77,183 signatures were presented. There were 7,466 rejected, for a percentage of 9.67. The net number of valid signatures was 69,717, a percentage of 90.33.

In commenting on the referendum campaign, which was successful in staying the UCD bill until the voters in the November, 1950, election approve or reject it, Secretary of State Coe complimented those in charge of the campaign

on the "unusually high percentage of valid signatures presented." He said that the average mortality is 20 to 25% whenever signatures exceed 75,000. A minimum of 30,000 signatures is required for certifying a measure to the electorate.

### Quade New President of Wis. A. & H. Association

(CONTINUED FROM PAGE 2)

selling talk on "First Things First," and Carl A. Ernst, North American L. & C., St. Paul, international treasurer, on "The Four S's in Selling."

President Dopke spoke on "Ours Is a Selling Job." He pointed out that selling requires organization, properly informing the public on the dangers of socialized medicine, and increased efforts to properly cover more and more of the total population with voluntary health insurance.

Preceding the state meeting, the officers assisted in the organization of North Central Wisconsin Assn. of A. & H. Underwriters, which has 19 charter members. J. H. Sherwin, Washington National, Wausau, was named president; Sidney Peltz, Business Men's Assurance, Tilleda, vice-president, and A. J. Belisle, Old Line Life, Wausau, secretary.

### Ryker Field Supervisor of Guarantee Mutual

Guarantee Mutual has appointed Robert M. Ryker as field supervisor.

He entered life insurance in Indianapolis in 1936 with Life of Virginia. During the next 10 years he served as agent, assistant district manager traveling inspector, and agency training supervisor. He joined Insurance R. & R. for two years, heading the field training division as director of research.

For a year and a half he has been doing agency development work with Oklahoma Benefit Life.



R. M. Ryker

### FTC Is Hampered

WASHINGTON—Federal trade commission activity relative to its mail order insurance industry trade practice code is reported hampered by illness, absenteeism and a vacancy on the commission.

However, this condition may soon be remedied in part. President Truman said recently he would probably reappoint Lowell Mason, acting chairman, whose term expires Sept. 25. The nomination of John Carson to succeed Commissioner Robert Freer, who resigned, has recently been approved by the Senate committee on interstate and foreign commerce.

Commissioner Davis, who presided at the Chicago mail order trade practice conference, has been hospitalized for weeks. Commissioner Ferguson, whose term expired last year, does not know where he stands. Under the law, after expiration of their seven year terms commissioners serve until appointment of successors. Commissioner Ayers, 80, remains on the job with five more years to serve.

### Kulp on Bureau Card

Dr. C. A. Kulp, professor of insurance at University of Pennsylvania, will discuss what an economic recession would mean to the accident and health business at the annual meeting of the Bureau of Accident & Health Underwriters at Highland Park, Ill. Oct. 10-12. A. & H. insurers and agents are watching general economic conditions closely, since in periods of high employment the A. & H. loss experience tends to go down, leading insurers to extend policy coverage, which many of them have done recently. When the cycle turns, however, as it did in the

1930s, the loss experience increases appreciably with a costly and sometimes hazardous effect on insurers. Dr Kulp will explore these factors.

### May Write TDB Cover in N. Y. Now

Insurers licensed in New York may start writing the coverages provided in the non-occupational disability benefits law now, although the law does not become mandatory for four or more persons until July 1, 1950.

This is the gist of a ruling by Raymond Harris, deputy superintendent and counsel of the New York department. A number of insurers made inquiry. They have been anxious to get as much business in operation before the deadline, both to avoid last minute confusion and to get as much of the business on the books as possible to avoid competitors getting it.

The disability benefits law states that policies written to comply with it are exempted from the provisions of subsection 2 of section 162, which contains several restrictions on group insurance, the principal one being the minimum of 25 employees. Mr. Harris' ruling applies to all insurers, including mutual casualty carriers, if they are licensed.

The first and second weeks of September are crowded with meetings of various industry committees working on the disability benefits law. They hope to iron out all details so that large-scale production can begin by October at the latest.

### Veterans of First War to Get Special Dividends

WASHINGTON—Some 435,000 veterans of the first war holding non-term government insurance policies will receive special dividends this month ranging from a few dollars to several hundred, and totaling about \$40 million. These payments have nothing to do with the National Service life insurance dividends for which application blanks are now being distributed.

The additional dividend is the result of a recently completed restudy of the conditions of the U. S. government life insurance trust fund and the amount of reserve needed to meet its obligations.

### Interest on Investments Cover 1/5 of Policy Cost

Total interest earnings on the more than \$57 billion of insurance company assets will exceed \$1.7 billion for 1949, supplying approximately one-fifth of each dollar of incoming life insurance funds, according to Northwestern National Life.

During August legal reserve funds of U. S. life companies passed the \$50 billion mark for the first time. Additional contingency reserves now amount to \$7,750,000,000.

### Lutheran Mutual Agents Hold Meeting in Waterloo

Lutheran Mutual Life Underwriters Assn. held a convention at Waterloo which was attended by 100 agents.

During the convention a tour was made of the home office building in Waverly, Ia. Elected officers were C. G. Case, president, Marion, O.; I. E. Rosholt, vice-president, Chicago; and S. M. Brock, secretary, Ionia, Mich.

L. R. Prather, Des Moines, the company's first 25 year agent, was honored at a banquet.

### Reserve Names Two in Ia.

George Alexander has been appointed sales manager in Iowa for Reserve Life. He formerly was state manager at Birmingham, Ala.

John D. Stafford has been appointed Des Moines manager.

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## Opportunity, Not Security, Is Goal Sought

(CONTINUED FROM PAGE 2)

he produces, no wealth is created to share, and no one can prosper.

"I believe that the agency system gives the greatest possible outlet for the man who has the qualities for great success. Most of you went into this business because you wanted the freedom of action, the chance to do things your way, and the right to go as far as your abilities and ambition could take you. You wanted to be your own boss, and to take the risks that go with any chance for great profit. You didn't want security, you wanted freedom and a chance for gain.

Social security, and other such devices are probably very desirable for those men who do not have the qualities which enable them to discipline themselves. Many men need a boss. For them,

a minimum of security is necessary to safeguard them against the whims and caprice of those who are on their way to the top. But for the real, honest-to-goodness life insurance man, such things have little value when compared to the freedom of doing your job as you see fit, of moving on to the heights of success where you can look back at a rich and full life of service to your fellows and financial rewards for yourself. Few other lines of work offer this combination.

"If you want to succeed in this business, blame not the times, the government, the other guy, your company, or even your manager. Look within you. While the mob sits and waits for the dole, the leader is stepping out to do what those who sit say cannot be done.

While those who rant from the platform for legislated security (and there ain't no such animal), those who are willing to pay the price are out running up sales records which are topping anything the country has ever known. Nineteen-forty-nine bids fair to be the best year ever experienced by the life insurance business, but it isn't being done by those who spend their time writing magazine articles damning the business and the scoundrels who run it.

"If you are dissatisfied with your results, take a long look at what you are doing. Compare your methods with those who are out in front, and then 'go thou and do likewise.' If we can help, we stand ready to do so, but no manager can make any man successful. The best we can do is to supply some services which will make your work more efficient, but the work you must do, and the rewards you will reap. The work will be hard and tedious, but the rewards will be sweet and satisfying. Let's build your own security. That's the only real kind. Any other is but fools' gold!"

## Is Avariciousness Being Overrated?

(CONTINUED FROM PAGE 8)

social security administration shows that in the hearings before the ways and means committee there was outside backing for the Curtis-Mason-Byrnes position. Virtually every criticism of those statements still holds in reference to HR 6000. HR 2892 and HR 2893 were even more extravagant, but the only "flattering uncton" for conservatives lies in the strategic retreat from the stalking-horses of HR 2892 and HR 2893, while advocates of federal largess can point to great "advances" over the provisions of the social security act in proffered hand-outs.

The appeal to the cupidity at all financial and professional levels among our elderly citizens seems patent bribery to the not-yet retired citizens for acquiescent silence. It is shamelessly oblivious to those too early retirements, where means and needs tests are imposed, and the conscientious and the thrifty are discriminated against. It may well be that there is an overrating of avariciousness among the older citizens.

Such sterile legislation would seem impossible in the mid-twentieth century in U. S. A. Fortunately the trenchant comments of the word-thrifty three should show the logic of Congressional "thumbs-down" on HR 6000.

## FRATERNALS

### W.O.W. Life Revises Its Territorial Supervision

Woodmen of the World Life has named W. H. Martin, former state manager of Florida, regional supervisor of the north eastern area. Evan C. Evans, former state manager for Kentucky has become regional supervisor in the north central area.

The society has split four states. Buford Hurt has been named state manager of west Kentucky and J. B. Blalock of east Kentucky. J. D. DeLoach is now state manager of north Florida and R. H. Gibson for south Florida.

### Fraternal Editors to Get Savings Bonds Publicity

A news clip-sheet service on savings bonds publicity will soon be available to the editors of all fraternal organizations' publications and those of youth groups, churches, athletic clubs, and business and professional associations.

The topic was discussed at a conference held in Washington at the invitation of the Treasury department. Miss

Bessie Kubanis, editor Royal League "News-Letter" and press section president of National Fraternal Congress, represented the N.F.C.

The clip-sheet service will be available to editors of fraternal publications at no cost. Included will be news stories, fillers, ideas, editorials, and art and cartoon reproductions, all in newspaper style. These will be mailed to fraternal editors each month by the Treasury department.

Representatives from the American Legion, Elks, U. S. Chamber of Commerce, Kiwanis attended.

### Law Section Program for Fraternal Congress Set

The program has been arranged for the joint annual meetings of the law section of the National Fraternal Congress and the Fraternal Society Law Assn. on Sept. 27 at the Statler hotel in Washington. David A. Hersh, associate general counsel of the Macabees, will present a paper on "The Legal Aspects of Fraternal Underwriting." A. L. Kirkpatrick, manager of the insurance department of the U. S. Chamber of Commerce, will speak on "Congress Looks at Insurance." There will be a forum on federal legislation pertaining to fraternal societies. A complimentary luncheon for all members will be given. All representatives attending the National Fraternal Congress have been invited to this meeting.

### Security Benefit Assn. to Become Mutual Company

TOPEKA — Security Benefit Assn. has completed plans for its conversion to a mutual life company, to be known as Security Benefit Life. The plan has been approved by Commissioner Sullivan.

Work is now proceeding on details incidental to conversion and it is estimated that this will be completed by Jan. 1. The change will in no way affect the life insurance contracts of the present fraternal members.

The association has been in operation for 57 years and is doing business in 29 states. Assets exceed \$27 million and insurance in force exceeds \$115 million.

### Gadient Gets LOMA Award

Frank J. Gadient, Modern Woodmen actuary, has received the fellowship award from Life Office Management Assn. He completed the minor examinations on office management and investments in 1947 and the major and fellowship examinations in 1948 and 1949.

### Wis. Nat'l Appoints Freeman Field Supervisor

Wisconsin National has appointed Harry H. Freeman field supervisor in Minnesota. He will cover a part of the state outside of the Twin City area.

Mr. Freeman started with the company as field supervisor in 1928. Two years later he was named manager of the A. & H. department, which position he held until 1936 when he resigned to enter the commodity sales field.

Court action has begun in Denver to restrain Commissioner Kavanaugh from refusing to allow Western American Life to sell insurance in Colorado. An affidavit signed by Charles P. Cain, agent, asserted that 90 salesmen are employed.

### THE WOMAN'S BENEFIT ASSOCIATION

Founded 1893

A Legal Reserve Fraternal Benefit Society

Ames E. Koob

Supreme President

Frances D. Partridge

Supreme Secretary

Port Huron, Michigan

## AID ASSOCIATION FOR LUTHERANS

Pertinent Statistics January 1, 1949

LEDGER ASSETS	Over \$105,000,000
INSURANCE IN FORCE	Over \$462,000,000
BENEFITS PAID SINCE ORGANIZATION	Over \$ 49,000,000

HOME OFFICE: APPLETON, WISCONSIN

## NEARLY ONE-HALF BILLION

Insurance in force of the Woodmen of the World now totals nearly One-Half Billion Dollars, held by the Society's 425,300 members . . . all valued on the C.S.O. Table of Mortality, with interest assumption of 2½%. Back of this protection are assets of 167 Million Dollars.

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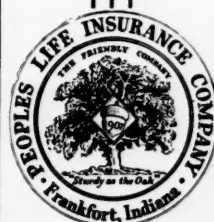
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## THE PROFESSIONAL APPROACH

By Joseph J. Loughlin, Jr., New York

After being in the general insurance business for a while, things seemed to progress very nicely—that is, until World War II came along. I spent almost five years in the Army, mostly overseas, and I had a great deal of time to think about my future in the insurance business, after the war. It became very evident to me that a more professional approach in my insurance selling activities would be of great benefit.

As a result, upon my discharge, I attempted to find a means of approaching the sale of insurance from a professional point of view—and I was referred to the Provident Mutual and to my present general agent, George P. Shoemaker. An introduction to the colorful "Chart for Living" monthly income graph seemed to be the solution to my problem of professional selling. I immediately joined the agency and began to concentrate on using the Chart.

This I was able to do very successfully, for my enthusiasm for the Chart and life insurance made it rather easy for me to make sales. Those persons to whom I present the Chart are, for the most part, so impressed that referred leads are readily forthcoming.

By selling with the Chart I have

certainly attained my goal of professionalizing my approach. My average policy the first year was over \$8000 and last year it was even higher. This certainly bespeaks the high quality clientele that can be built through the medium of the Chart.

An example of how the Chart can improve the quality of a sale is found in the case of a prospect who was convinced that he needed \$10,000 of term insurance to fulfill his insurance needs. This man was sold before I ever talked to him and yet, when I had completed his Chart, he came to realize that \$10,000 of term insurance was insufficient—and he bought \$30,000 of ordinary life instead.

During my first two years of selling, I sold over \$600,000 of life insurance of which more than \$400,000 came from Chart presentations. Most of these sales would have been nonexistent, or at least considerably smaller, if I had not made use of the "Chart for Living." I plan to continue my selling with the Chart because I feel that, besides giving me a greater volume of sales, it gives my clients a most effective and efficient solution to their insurance problems.



### Sales Ideas from "Provident Notes"

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